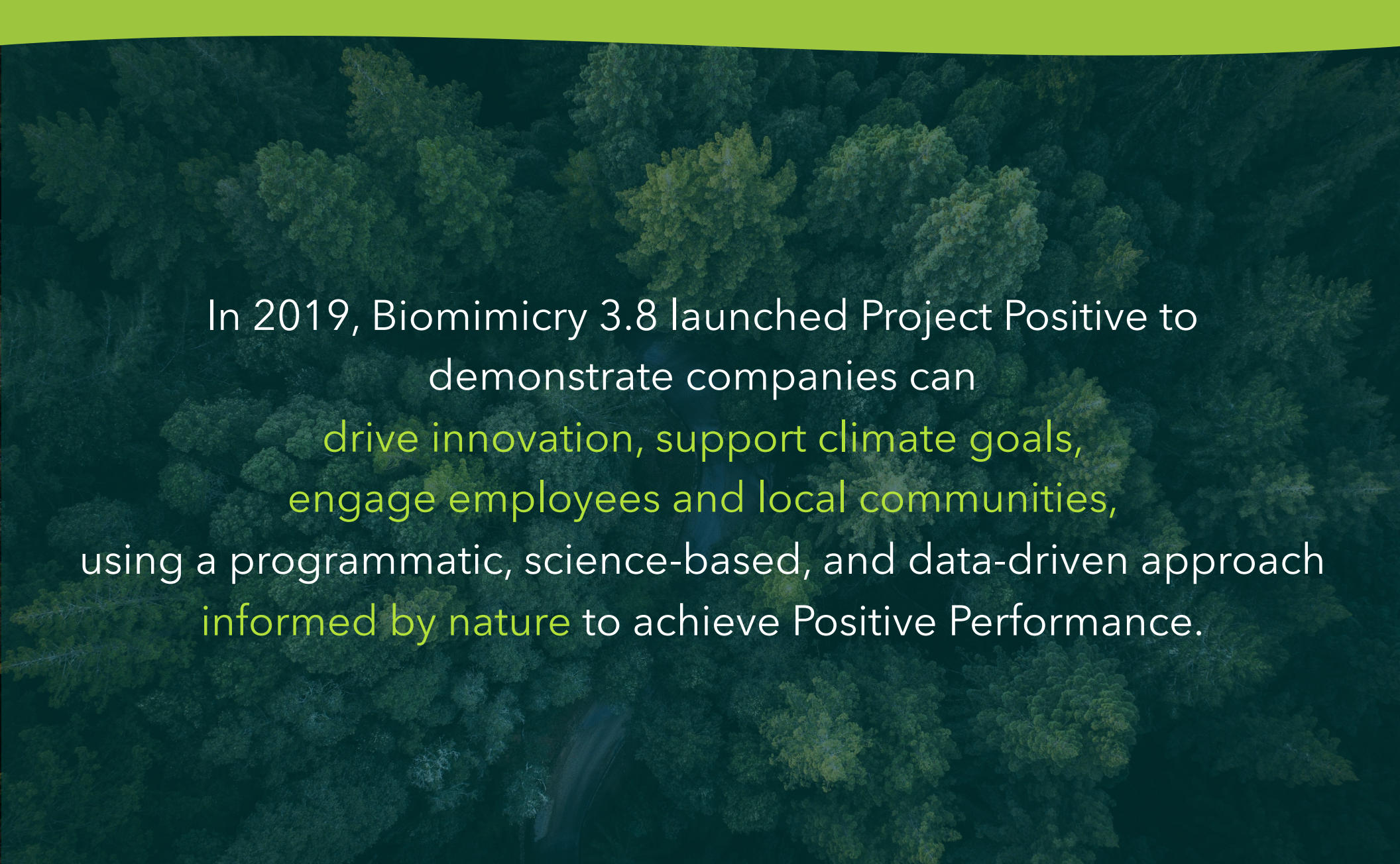
PROJECT POSITIVE

Regenerative Design Informed by Nature for a Thriving World

BIOMIMICRY 3.8


In 2019, Biomimicry 3.8 launched Project Positive to
demonstrate companies can
drive innovation, support climate goals,
engage employees and local communities,
using a programmatic, science-based, and data-driven approach
informed by nature to achieve Positive Performance.

Project Positive is a collaborative of change agents dedicated to:

Accelerating success through collaboration and storytelling of the journey

Raising the bar on what acting sustainably means

Demonstrating action toward regenerative through the application of Positive Performance

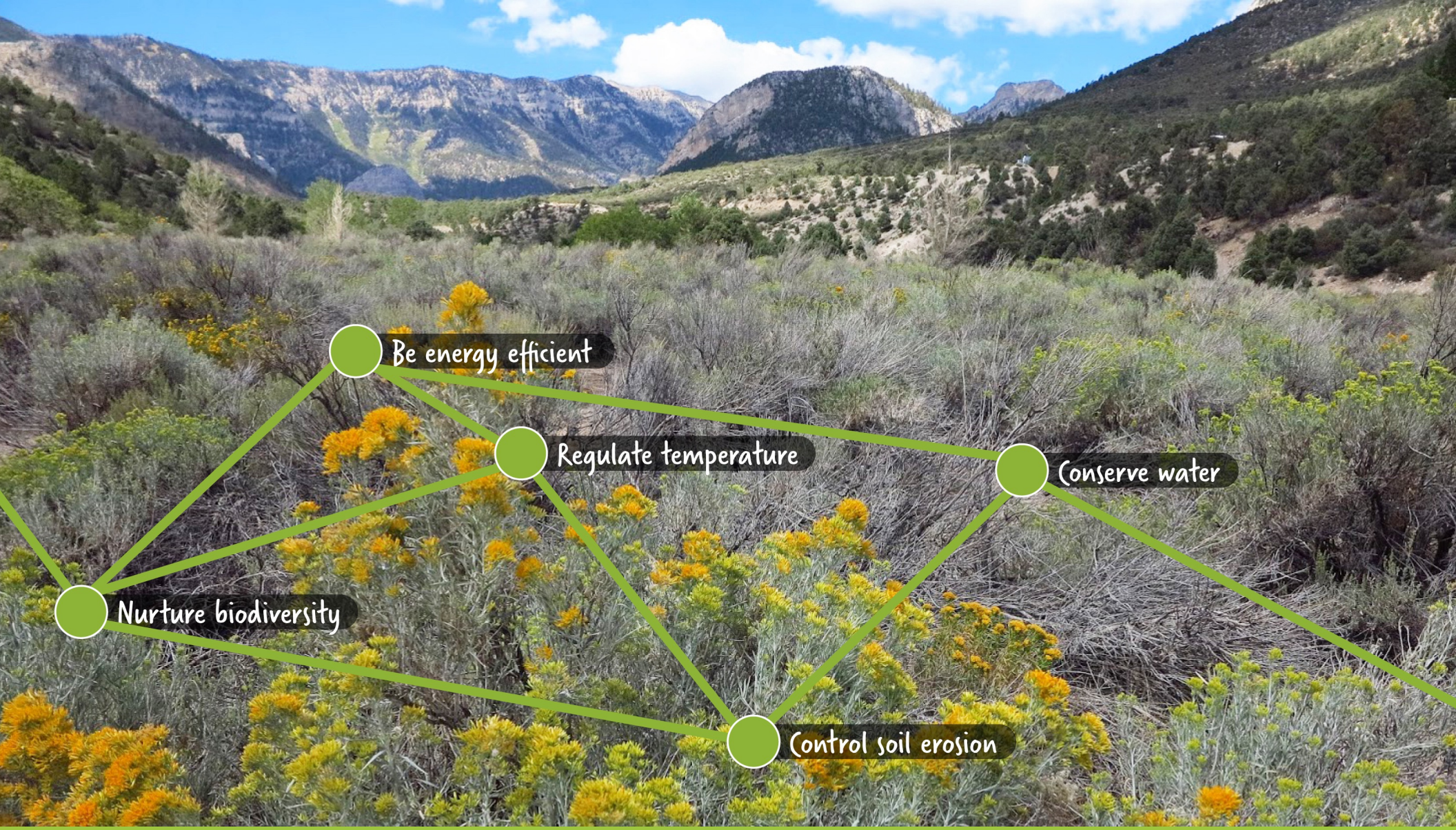
Interface® Ford Google KOHLER Logoplaste AQUAFIL Microsoft APPSTATE


WHAT IS
POSITIVE
PERFORMANCE?

"When the forest and the city are functionally indistinguishable, then we know we've reached sustainability.

~ Janine Benyus, Author of *Biomimicry: Innovation Inspired by Nature*, Co-founder of Biomimicry 3.8

Positive Performance Methodology



ECOSYSTEMS ARE GENEROUS

FACILITIES AND COMMUNITIES CAN BE TOO

Working together with industry leaders to
further support data, design, and implementation.

BENCHMARK
ECOSYSTEM METRICS

DESIGN GENEROUSLY
NATURE'S GUIDANCE

Image courtesy HOK

1

IDENTIFY

local context and conditions of place and/or site

2

QUANTIFY

baseline performance and targets based on local reference ecosystems

3

CREATE

design guidelines and strategies to emulate ecosystem performance metrics

4

IMPLEMENT

strategies to move toward positive performance

IDENTIFY — QUANTIFY — CREATE — IMPLEMENT

1 Identify What Matters

Study the local, healthy ecosystems near the project site. Understand stakeholder needs: nature, community, and client (business). Align needs by prioritizing the vital ecosystem services for the project.

These vital ecosystem services include:

- Carbon sequestration
- Biodiversity support
- Air filtration
- Water storage
- Nutrient cycling

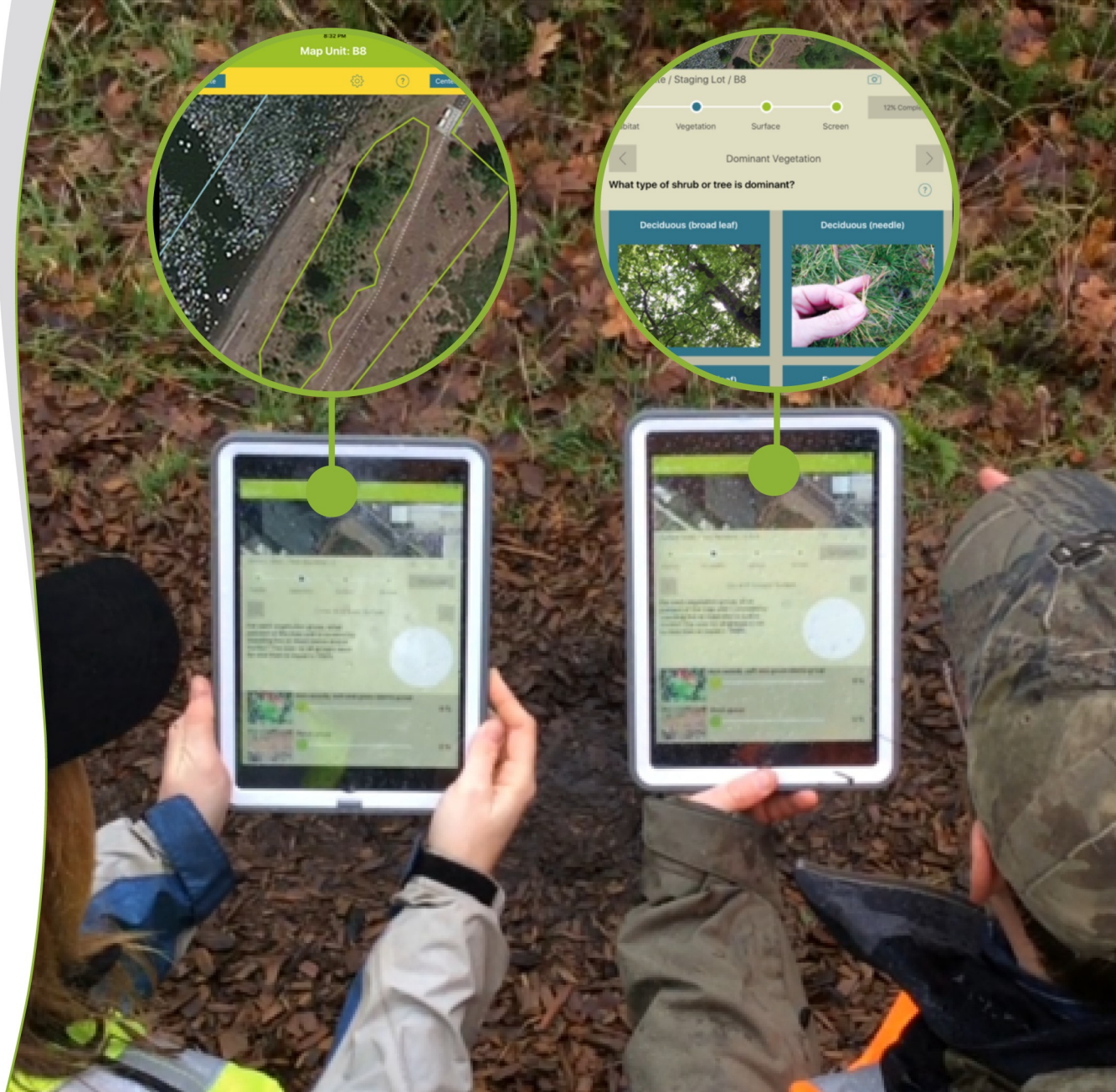
IDENTIFY QUANTIFY CREATE IMPLEMENT

2 Quantify Objectives

Quantify ecosystem services for the built environment project site and reference ecosystem.

Conduct a gap analysis to identify opportunities for improvement. Set Ecological Performance Standards (EPS) as goals, for example:

- Improve water filtration by 20%
- Increase the amount of cycled nutrients by 30%
- Double carbon uptake
- Eliminate heat waves in the summer months



IDENTIFY QUANTIFY CREATE IMPLEMENT

3a Create Solutions

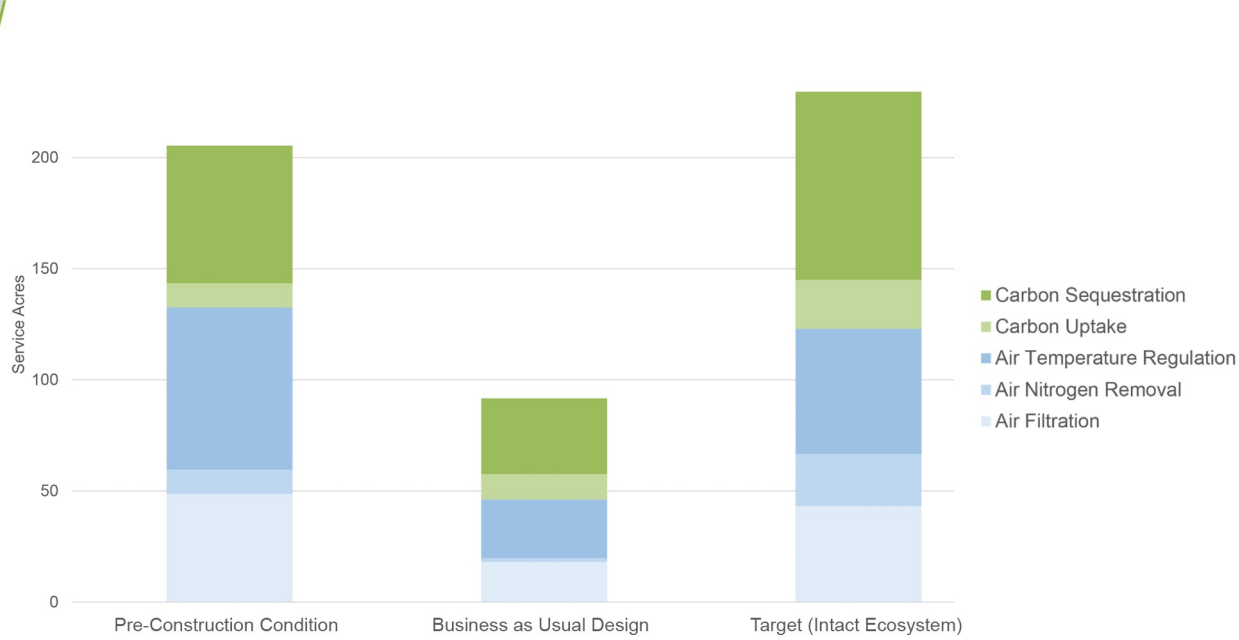
Create nature-inspired design interventions to improve the baseline ecosystem performance on the ESGs. How local organisms survive and thrive guide the creativity process, as well as the decisions as to which design interventions are the most relevant for the project.

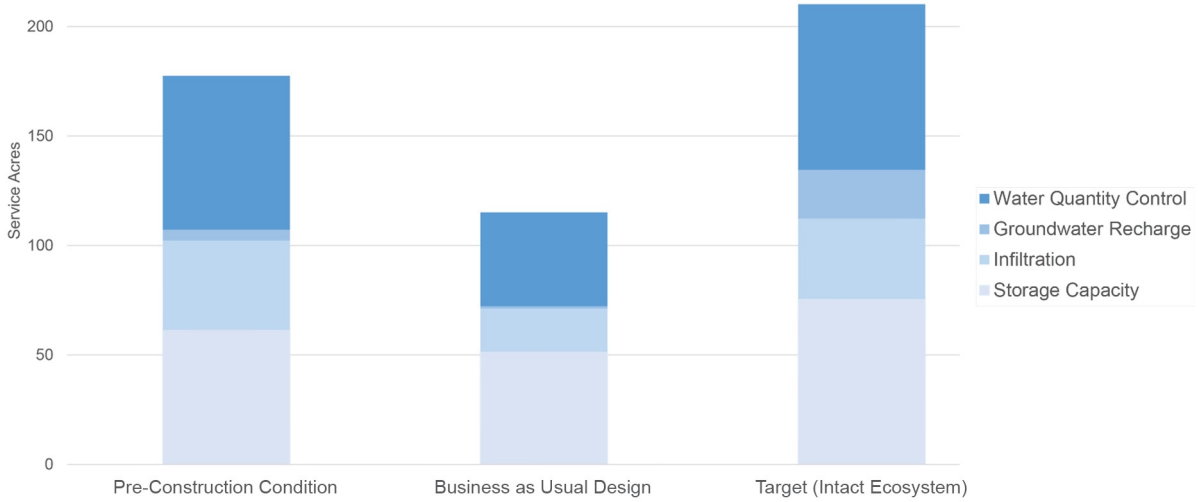
These solutions can be created for:

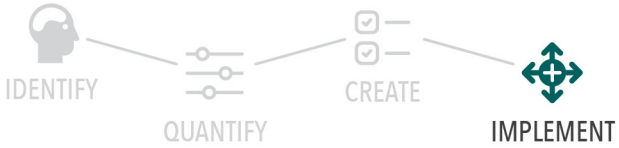
- Commercial and residential sites
- New and existing facilities, buildings, and large-scale developments
- Industrial parks

3b Create Solutions

Model performance to inform client's investment decisions. Models illustrate the contribution of each design intervention to improved performance toward ESGs. Measuring performance over time illustrates progress, increasing employee engagement and motivation for the Positive journey.







4 Implement Solutions

Implement, watch, and celebrate as your facility begins to give back in all the ways a healthy ecosystem would. The ROI of Positive design compounds with gains on:

- Performance efficiencies
- Employee health
- Property value
- Corporate image
- Local vitality
- Existing strategic goals


PROJECT
POSITIVE
MEMBERSHIP

Why Project Positive?

Be part of a **community** to support and advance implementation of positive and regenerative performance

Share lessons learned, performance metrics and non-proprietary design strategies to expedite and scale impact

Activate your company's commitment and desire to move beyond "less bad" to a regenerative model

Time Commitments
1-2 meetings per year in person (at a project site), 3x/year virtually

Membership Cost
$25K annual

Activate
a Positive Performance project within one year

Project Costs
Based on scope and scale of project, pilots have ranged from $30K-200K w/ deliverables stage-gated to align with internal processes

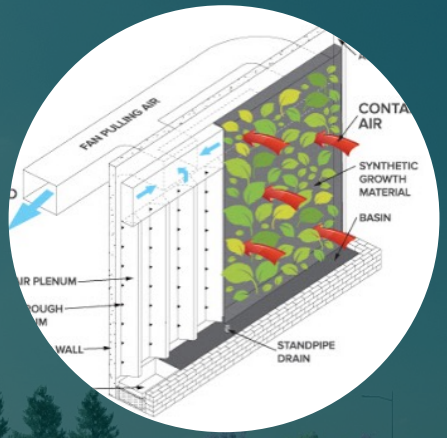
Project Timelines
Range based on scope and scale, pilots have ranged from 3-8 months

Current Members
Interface, Ford, Google, Logoplaste, Microsoft, Appalachian State University

Be part of the collaborative of thought leaders demonstrating what is possible.

EXTERIOR: CORE + SHELL

Ecosystems/people



INTERIOR: MATERIALS

People/ecosystems

OPERATIONS: PROCESSES & SUPPLY CHAIN

Local to global impacts

Project Scale Options
to optimize positive impact performance

DESCRIPTION	TIMELINE	DELIVERABLE	SERVICE FEE
Scoping Session	1 day (1-2 weeks prep)	Roadmap to apply biomimicry to achieve positive performance at facilities, matrix of ecosystem, company and community priorities	$25K
Identify Boundary Conditions and Baseline Performance	2-3 weeks	Outline of Aspirational Targets and KPI to achieve positive performance	Starting at $30K *
Quantify Performance	2-3 weeks	Quantify performance gap between local ecosystem and facility site(s)	Starting at $25K *
Design Strategies	3-4 weeks	Design strategies to close the performance gap and move toward positive and regenerative impact	Starting at $50K *
Implementation Strategy	2 weeks	Create implementation strategy for pilot sites	Starting at $25K *
Total	10-14 weeks		Starting at $155K *

**Based on project boundaries and goals: external, internal, operations/supply chain*

Examples of Stage Gates + Proposed Budget

BIOMIMICRY 3.8

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Whatever part of the earth you touch, you can heal.