



PROJECT POSITIVE

A collaborative of change agents accelerating
their progress towards positive

 BIOMIMICRY 3.8



In 2019, Biomimicry 3.8 launched Project Positive, a collaborative of **change agents** dedicated to **raising the bar** on what acting sustainably means through biomimicry and Positive Performance.

Today, **we are demonstrating** that companies can progress their economic agendas, support climate goals, and engage their employees & local communities while driving innovation and **positive impact** for people and planet.

The background is a deep teal color with a complex, wavy, and textured pattern that resembles ripples in water or a topographical map. The patterns are layered and create a sense of depth and movement. In the center, there is a white circle with a thin border. Inside this circle, the text "What is Positive Performance?" is written in a white, elegant, serif font, arranged in three lines.

*What is
Positive
Performance?*

BENCHMARK ECOSYSTEM METRICS



DESIGN GENEROUSLY NATURE'S GUIDANCE



BIOMIMICRY 3.8 POSITIVE PERFORMANCE METHODOLOGY

- A defensible and programmatic approach to Nature Positive.
- A quantitative process that aligns with existing goals.
- A locally relevant and scalable framework.

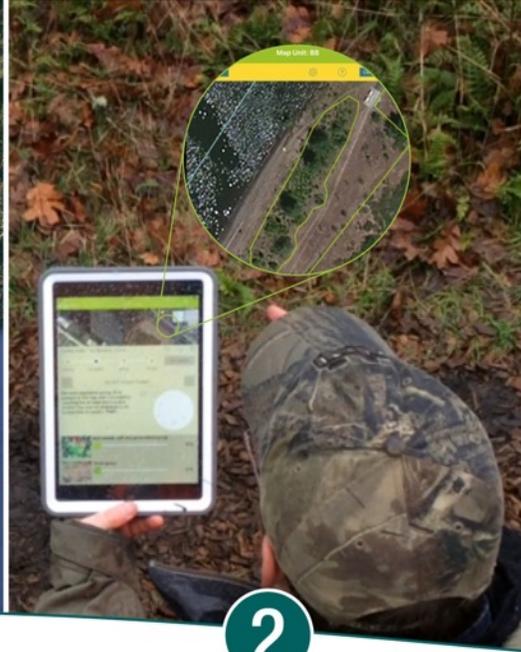


1



IDENTIFY

local context and conditions of place and/or site



2



QUANTIFY

baseline performance and targets based on local reference ecosystems

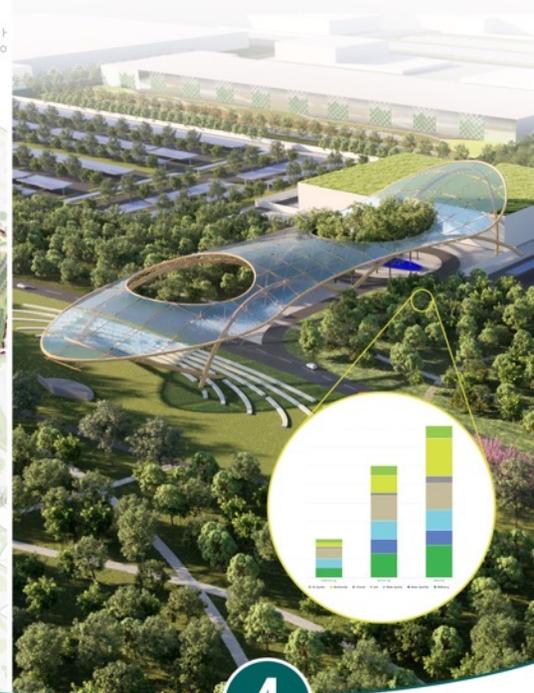


3



CREATE

design guidelines and strategies to emulate ecosystem performance metrics



4



IMPLEMENT

strategies to move toward positive performance



*Project Positive
Impact*

95+

Projects to date

2x

Performance
improvement potential*

140+

Nature-inspired design
strategies & solutions



“

This group is where things are happening... [there's so much] power in the relationships being cultivated here.

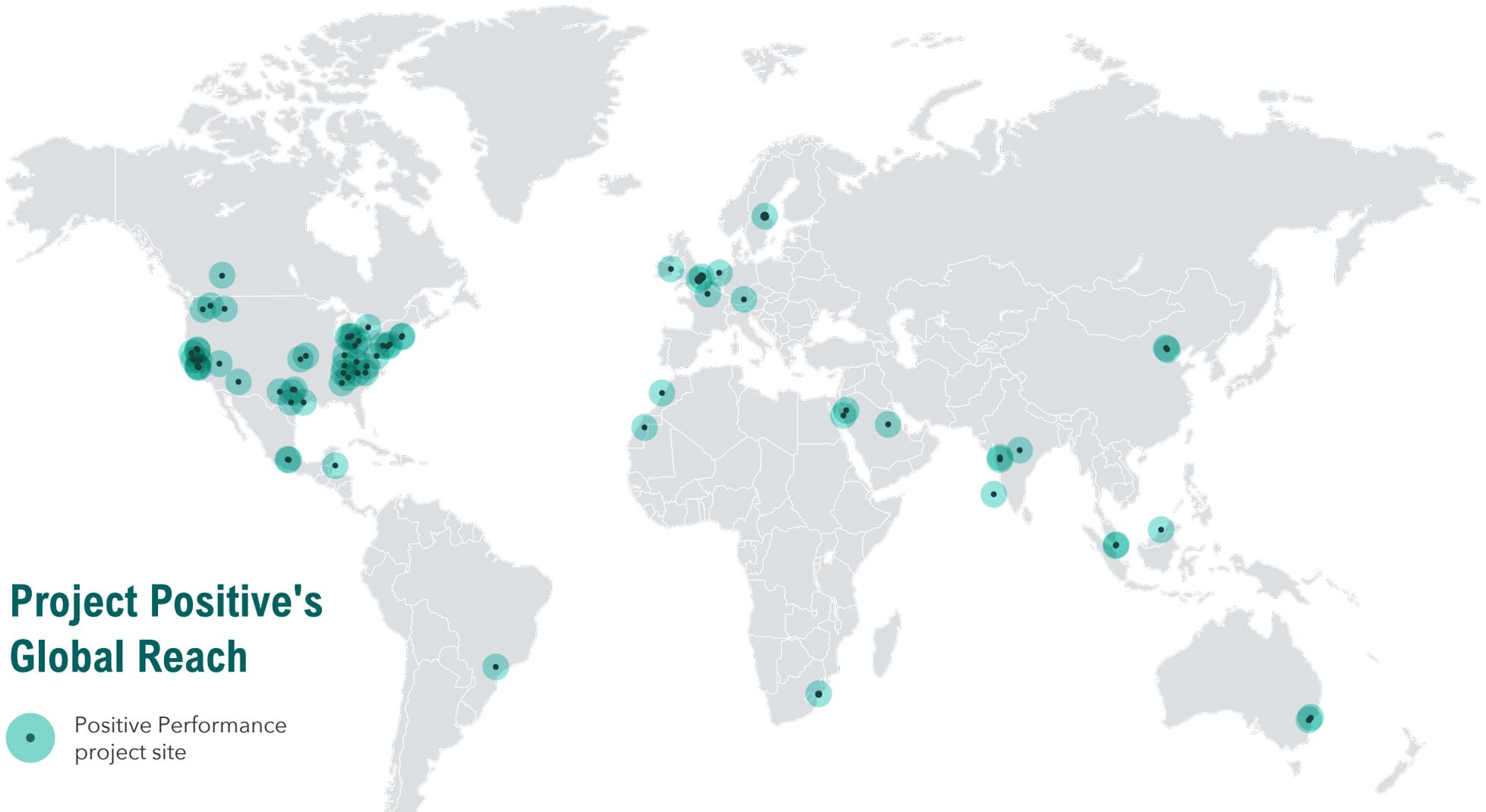
– Project Positive Member

*Average functional improvement modeled on various project types.



Project Positive's Global Reach

 Positive Performance
project site



Our Ecosystem

We have cultivated an ecosystem of leading organizations and experts that share our purpose and have deep knowledge of our work. We collaborate behind the scenes to provide a seamless client experience that delivers unparalleled outcomes.



BIOMIMICRY 3.8





*Project Positive
Membership*

What We Offer

By holding the fundamentals of biomimicry at the heart of everything we do, Project Positive creates meaningful impact across three core focus areas –



Inspiring leaders

with rich storytelling that illustrates the universal relevance and value of biomimicry across industries, geographies, and more.



Empowering action

with customized support for our members as they advance biomimicry initiatives within their organization's unique context.



Accelerating success

with a diverse network of "doers" who learn from and support each other in a pre-competitive environment.





Our Annual Summit

Set against the backdrop of Montana's wildlands, Project Positive's Annual Summit provides an opportunity to reconnect with other members of the group in person.

We celebrate successes, reflect on lessons learned from the past year, share the latest thought leadership, and accelerate collaboration for meaningful impact.

A curated experience over several days in nature's genius allows us to re-center around Project Positive's mission, further the impact of each organization, and explore other opportunities to move us forward.



Reconnecting with my tribe at the Summit is like a breath of clean Oxygen... especially in the fresh Montana air!

~Project Positive Member



Custom Activation Plan

Project Positive members work one-on-one with Biomimicry3.8's consulting team through a series of virtual working sessions to identify and address opportunities to activate nature positive within their teams/organizations using biomimicry.

1) Identify opportunities for impact

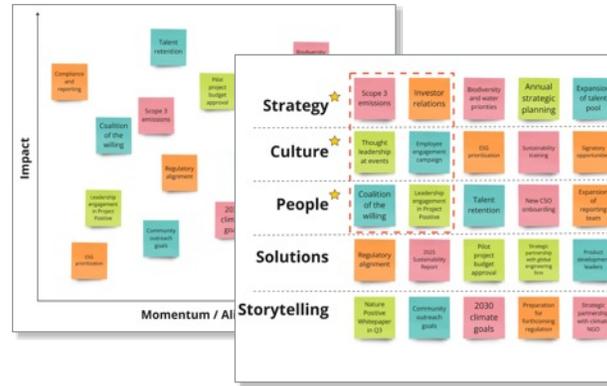
Discuss existing goals, strategies, roadblocks, and more to uncover key leverage points for change.

2) Create a realistic path forward

Explore what's possible across your identified focus areas and develop a tactical plan with goals.

3) Make progress, share & learn

Leverage Nature's wisdom to guide you and discuss lessons learned with the broader group.



Sharing The Stage

We come together as a group to illustrate the universal relevance of this work on global stages, conferences, virtual meetings, and more.

The power of storytelling

cannot be underestimated when we demonstrate that positive performance is possible (and it's happening!).

A ripple effect

is created when we inspire new audiences to activate change across their ecosystems.

Collaboration at events

with our members and partners reinforces the impact we have when we come together.



Project Positive Membership Tiers

INTRO
free

Take your first step on the journey towards positive.

PREMIUM
\$15,000/year

Activate your work with a suite of tools and strategies.

ALL-ACCESS
\$30,000/year

Learn through connection by joining our community.



Inspiration

- Quarterly newsletters
- Thought leadership
- Case studies, white papers, info decks, videos, etc.



Empowerment

- Customized activation plan
- Exclusive research pieces
- Updates on positive tools and methodology



Acceleration

- Monthly one-on-ones
- Quarterly group meetings
- Annual in-person summit, typically in Montana*



*Meals and accommodation covered for 2-3 nights, travel to Montana not included.



a regenerative world is possible



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Ready to start your
journey towards positive?
Contact us to learn more