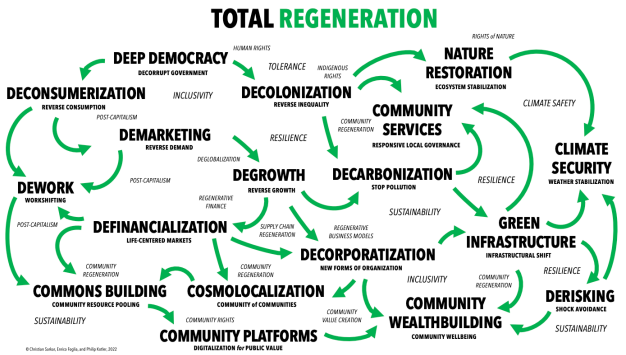
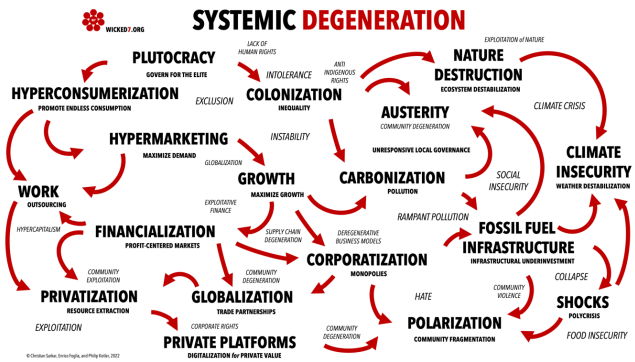
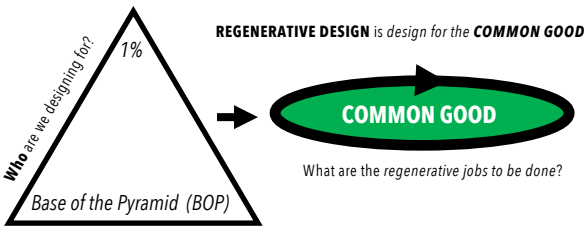


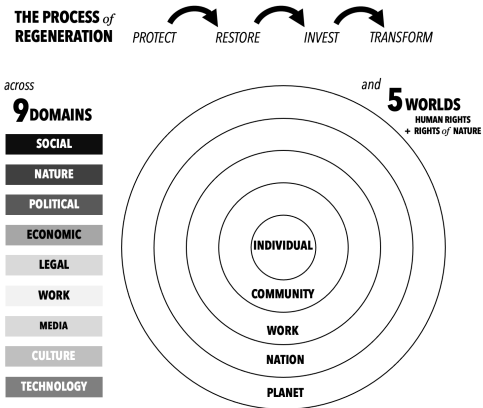
0 WHAT IS THE MISSION of REGENERATIVE DESIGN?



1 WHO IS THE CUSTOMER for REGENERATIVE DESIGN?



2 WHAT IS THE SCOPE of REGENERATIVE DESIGN?



3 WHAT ARE OUR GUIDING PRINCIPLES for REGENERATIVE DESIGN?

10 PRINCIPLES of DESIGN JUSTICE

- We use design to **sustain, heal, and empower** our communities, as well as to seek liberation from exploitative and oppressive systems.
- We **center the voices of those who are directly impacted** by the outcomes of the design process.
- We **prioritize design's impact on the community** (and planet) over the intentions of the designer.
- We view **change as emergent from an accountable, accessible, and collaborative process**, rather than as a point at the end of a process.
- We see the role of the **designer as a facilitator rather than an expert**.
- We believe that **everyone is an expert based on their own lived experience**, and that we all have unique and brilliant contributions to bring to a design process.
- We **share design knowledge and tools** with our communities.
- We work towards **sustainable, community-led and -controlled** outcomes.
- We work towards **non-exploitative solutions** that reconnect us to the earth and to each other.
- Before seeking new design solutions, we **look for what is already working** at the community level. We honor and uplift traditional, indigenous, and local knowledge and practices.

h/t Design Justice Network

4 HOW DO WE DESIGN A REGENERATIVE ECONOMY?

ECOLOGICAL ECONOMICS	DEGROWTH	DOUGHNUT ECONOMICS	COMMON GOOD ECONOMICS
Steady-state or sustainable economics	System of planned contraction	Regenerative and distributive economics	Community-based regeneration
Shared ownership of resources and production	Shared ownership of resources and production	Shared ownership of resources and production	Community and hybrid ownership
Social equity and ecological sustainability	Social justice and ecological sustainability	Social justice and ecological sustainability	Social justice and ecological sustainability
Emphasis on steady-state	Emphasis on reduction of consumption and production	Emphasis on balance between social and ecological systems	Emphasis on fulfilling social and ecological needs
Sustainable resource use	Reduced resource use	Regenerative resource use	Socially just resource use
Negative externalities are internalized	Externalities are minimized through reduction of consumption and production	Negative externalities are minimized and positive externalities are maximized	Externalities are minimized through socially just economic practices
Government intervention to internalize externalities and ensure sustainable resource use	Government intervention to limit consumption and promote social welfare	Government intervention to ensure regenerative and distributive systems	Community-based regulation with Government incentives
Emphasis on social equity and ecological sustainability	Emphasis on social justice and ecological sustainability	Emphasis on equity and ecological sustainability	Emphasis on social justice and ecological sustainability

5 HOW DO WE NURTURE THE SHIFT to REGENERATION?

9 DIMENSIONS of REGENERATION

