



Redesign Resilience Regeneration

r3.0 Transformation Journey Program - Are You Ready to Climb Mount Thriveability? -

The evidence is clear that society faces a seemingly insurmountable task: rapidly transform our economic system to operate within the earth's carrying capacity while justly distributing resources to meet all of humanity's core needs. The inherent interdependence of transformation creates challenges: macro-system changes in the economy, society, and the environment both trigger – and are triggered by – changes at narrower scales, such as shifts in meso-level industry ecosystems and micro-level business model innovation.

Surmounting such challenges requires coordinated strategizing. Invoking Interface Founder Ray Anderson's metaphor of "[Climbing Mount Sustainability](#)," we at r3.0 have revised the [Transformation Journey Program](#) (TJP) – a framework for spurring transformation through a multi-stage workshop series, now in its 2nd generation:

- **Stage One – Basecamp:** Survey the topography (assess business-as-usual trajectory), review factors behind successful and failed peaking attempts (discern incrementalist versus transformative strategies), establish resilient team dynamics (collaborate across organizational boundaries), stress test all gear (vet context-based metrics). [2 days]
- **Stage Two – Planning the Route:** Assess different ascent approaches (conduct scenario analyses) and plot a path that breaks new ground (draft transformation plans to new business models). [2 days]
- **Stage Three – The Climb:** Embark on the journey (pilot transformation projects and programs), monitor progress and remain flexible as alpine conditions change (pursue iterative innovation and develop resilience), align diverse skills and expertise on team toward the common goal (coordinate collaboration at individual, organizational, sectoral, and systems levels). [2 days]
- **Stage Four – The Mountain Top:** Celebrate reaching the peak, knowing there are more mountains to climb on the continuing journey toward true sustainability (calibrate progress toward strategic goal of systems change to a regenerative and distributive economy, and strategize on trajectory targets for next "climb"). [1 day]

- **Stage 5 - The Return:** Focus on the way back into the village, recognizing how climbing Mount Thriveability has made participants into guides, enabling them to prepare many others to reach their individual Mount Thriveability. [1 day]

What value will you and your colleagues derive?

The Transformation Journey Program distinguishes itself from other programs that typically seek to deliver value within the current economic paradigm. The fact that you're reading this suggests you may be a Positive Maverick who recognizes that current business models, informed by incrementalist CSR/ESG, *already* fail to create sustainable value. The Transformation Journey Program provides evidence demonstrating this, but more importantly, explores the transformative pathways and step-by-step processes for creating system value, which enhances your organization by enhancing the contexts you operate in.

Vital Statistics for Participation:

- **Program duration:** flexible, can be organized as 4 separate workshops in the stretch of 1-4 months, as per the wishes of the partners/participants. Can be done in-house, with industry groups, regional groups, or generic groups from different constituencies.
- **Number of Workshops:** 4 (one per Stage, except Stage 4 and 5 are combined as one final workshop)
- **Workshop Duration:** 2 days for each Workshop, so 8 days in total.
- **Format:** Blended – primarily in-person with virtual engagement interspersed, but dependent on Corona situation; virtual engagement only is also possible
- **Registration:** via r3.0 Advocation Partner or directly with r3.0 when offered.
- **Pricing:** € 4.000 per person, but minimally € 40.000 in total (group of minimally 10, maximally 15 participants).

We invite r3.0 Advocation Partners to host all 4 workshops of the Transformation Journey Program to create a coherent experience for participants. In case of virtual delivery, all course parts will be delivered through Zoom. Partners can add additional costs for hosting, catering and administrative costs. If a TJP is organized through an r3.0 Advocation Partner, the final participation cost is defined by the partner, who also takes care of registration and communicates about the program.

Who should take part?

- **Companies:** Boards, C-Suites, CSOs, CSR / Sustainability Teams, Reporting Teams
- **Investors:** Asset Owners, Asset Managers, ESG Teams
- **Government:** Regulators, Legislators, Statisticians
- **Multilaterals:** Boards, Senior Executives, Program Managers
- **Foundations:** Boards, Senior Executives, Program Managers
- **NGOs:** Boards, Senior Executives, Campaigners, Analysts

Why r3.0?

[r3.0](#) was formed in 2013 in response to the field's plateauing of ambition at incrementalist levels, while achieving a sustainable economy clearly calls for transformation. After developing Blueprints on Reporting, Accounting, Data and New Business Models between 2016 and 2019, r3.0 designed the Transformation Journey Program as a framework to support implementation of the Blueprint Recommendations. Given the extension of the Blueprint

Work Ecosystem from 2018 to 2022, new content is constantly added to the TJP curriculum, such as the Sustainable Finance Blueprint and the Value Cycles Blueprint (2020), the Educational Transformation Blueprint (2021) and the Funding Governance for Systemic Transformation Blueprint (forthcoming in September 2022).

The Transformation Journey is the most systemic and complete organizational transformation process that involves the nano level (personal), micro level (organizational), meso level (industry, habitat, portfolio), and macro level (economic, ecological, and social systems). All transformational change is focused on what is necessary to achieve a Regenerative & Distributive Economy.

Do you want to participate in the Transformation Journey Program or do you want to host a series of 4 workshop that covers the full Journey? Please let us know!

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