



## r3.0 Transformation Journey – 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 scopes, 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 devised the Transformation Journey Program (TJP) – a framework for spurring transformation through a multi-stage, year-long workshop series:

- **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)
- **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).
- **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).
- **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.")

### 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:** 12 months
- **Number of Workshops:** 4 (one per Stage)
- **Workshop Duration:** 2 days for each Workshop
- **Format:** Blended – primarily in-person with virtual engagement interspersed
- **Registration:** via Eventbrite linked from the TJP Landing Page
- **Pricing:** €295-595 per workshop, depending on location, with discounts for full series registration
  - Additional hosting fees and taxes may apply, as described on the registration pages for specific workshops
  - r3.0 Advocation Partners receive a free ticket

We invite participating companies to host all 4 workshops of the Transformation Journey (in exchange for two free series tickets) to create a coherent experience for participants. We also offer a more modular approach, enabling participants to attend workshops in different locations.

#### **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 plateauing of ambition at incrementalist levels, when achieving a sustainable economy clearly calls for transformation. After developing Blueprints on [Reporting](#), [Accounting](#), [Data](#), and [New Business Models](#) between 2016 and 2018, r3.0 synthesized these four into the [Transformation Journey Blueprint](#) and [Program](#) as a framework to support implementation of the Blueprint Recommendations.

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 Green, Inclusive and Open 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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