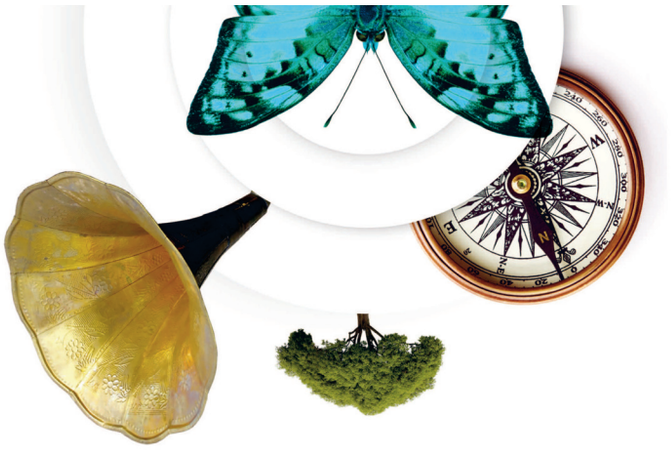

What it's all about in the end

Is it possible to make love visible in corporate settings, within an organization, and in relation to its rightsholders, to whom corporations owe duties and obligations for the wellbeing of all? Is it possible to create visibility of how love manifests itself in the interrelation of a business setting and can create more trust, resilience and potentially joint innovation? And is it possible to prove that love is the better approach to organise, steer and manage corporations to the appreciation of all capitals involved? This all depends on what we understand by love.

Why love?
A regenerative and distributive economy, with well-being to be the essential outcome and success factor, is a manifestation of love. It refuses to continue to privatise wins, while losses are socialized and asks for intra-and intergenerational equity, manifested through System Value Creation. But what needs to happen in organizations, outside of organizations, in the 'interbeing' with all species and planet earth? How does rightsholdership best manifests itself? How do we touch people's hearts and reduce existing stereotype conditioning of the mind?

We think love is the highest value, the most important pre-condition and motivator to realize a regenerative and distributive economy and society. This may seem odd in business circles, but it is the oldest of all values in indigenous communities, and isn't it also true in our most private relations?

The ingredients
These were some of the essential questions and thinking that a group of interested professionals aimed at finding out from 2019 onwards, under the hood of a Dutch social endeavour, '**The Scale of Significance**.' Started by a couple of purpose economy proponents in the Netherlands, a group of likeminded, amongst them r3.0 Managing Director Ralph Thurm, developed a questions-based approach, going deep into the 'tissue' of organizational balance and curiosity and progress:

- **Balance:** the will and ability to reflect how you do things necessary to create balance between and within the nano, micro, meso and macro levels.

- **Curiosity:** the will and ability to research and to learn new things

- **Progress:** the will and ability to change in order to create more impact for necessary transformation

The Scale of Significance can play both roles: as an enabler of transformation and a constant activator of transformation.

Where are we now?
After 2-3 years of trial and error, and pilot testing a Dutch version of the Scale of Significance within a

couple of companies in the Netherlands, a core team has now developed an English version for international pilot testing, and have reached out to r3.0 for collaboration, giving the project an international 'home'. Given the fact that this project was developed along the lines of r3.0's 9 principles and developed a unique approach, r3.0 is happy to support.

Why a r3.0 Test Lab?

r3.0 is offering its Test Lab Platform to projects that align well with r3.0's core role, developing the 'necessary' information infrastructure through its work ecosystem of Blueprints, Projects, Transformation Journey Programs, Campaigns and Conferences. In that sense the Scale of Significance presents itself as truly aligned and compatible. It can offer value as an awareness-raising method that develops deeper insight in how an organisation 'works' and what its effects are, both on the inside and on the outside. As an outcome, the Scale of Significance creates readiness for necessary transformative steps an organization may want to set in motion.

We also see the opportunity of the Scale of Significance to be used as a management dashboard, making love visible in all its forms of the organization interacting within itself and with all its rightsholders outside of the organization, tracking necessary transformation in our quest to achieve a regenerative and distributive economy. This use of the Scale of Significance also bodes well with r3.0's other recommendations from the r3.0 Blueprint work ecosystem.

Approach

At this stage r3.0 aims to activate its network to pilot test the existing version of the Scale of Significance through various ways:

- An introduction to the tool in the form of workshops to r3.0 Advocation Partners; they would be asked for help in doing interviews based on the questionnaire with some of their clients, feedback responses and help working on a synthesis of results.
- Initiating interest in the r3.0 community of organizations that follow r3.0's work and seek direct interest to test the Scale of Significance; the interviews would be carried out by partners that have gone through the train the trainer's approach.
- r3.0 facilitates the process in ways that allow the collection of feedback and help develop the Scale of Significance further, e.g. adding a scoring mechanism that could lead to a dashboard for the management of the organization. Existing r3.0 tools like the r3.0 Maturity Matrix or the r3.0 Integral Management Process could be departure points. The Scale of Significance could also be tested in r3.0's existing Transformation Journey Programs.
- r3.0 will steer the connection to potential funders and can function as the secretariat of the approach as Fiscal Sponsor, taking a fair share from the funding for its own role in the project.
- We are seeking an overall philanthropic funding of 100.000 €, to be matched by app. 10-20 organizations (5-10 k € each) globally, for a total period of two years, covering fiscal sponsorship costs, project management capacity, development of materials for train-the-trainer workshops, reimbursement of interview and feedback capacity, as well as further development costs for scoring and dashboard functionalities. Parts of the funding are aimed to support r3.0 Advocation Partners to be trained and feedback to be collected. We aim at matching the two funding sources, allowing a bearable contribution for pilot testers that are not asked to fully pay for the enabling and feedback components of the pilot test program, but purely their own pilot testing involvement.
- At the end of the test lab, the Scale of Significance should be in principle enabled to spin off r3.0, and decisions can be made to either become a new flagship program under Oncommons GmbH, or become its own non-profit organisation. It is not the aim that the Scale of Significance becomes part of r3.0, but to be an independent entity.

Interested in funding and /or participating?
The Test Lab will open from March 2023 onwards, seeking necessary funding and organizations to be pilot testers. A core team will meet regularly to assess progress and next steps. Each organization that wants to become a pilot tester can step in at any time of the project duration. If you are interested in participating, please contact:

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Disclaimer
It is important that everyone who participates in this is fully aware that there is no way back. That once you fully realize what it means to take love as the starting point for all thought and action, your life will never be the same. Life will even take a miraculous turn.

Scale of Significance

Helps organizations to become future-proof