



r3.0 Blueprint Series (2nd Generation)

Blueprint Zero: Just Transitions to Regenerative Economies & Cultures

Call for Participation

- **Purpose of the Blueprint**

Aspect	Explanation
Introduction	<p>Robust evidence supports the analysis that current predominant human economies and cultures are “violent & unsustainable” (Andreotti 2021) and thus not future-fit. Transforming from the half-century status (Global Footprint Network) of “overshoot & collapse” (Meadows et al 1972) requires paradigm shifts (Kuhn 1962) in <i>both</i> economic system designs <i>and</i> cultural norms (Centola et al 2018). And from an ethical / human rights perspective, it is imperative to apply a Just Transition approach.</p> <p>This project will ideate a Blueprint for regenerative economies and cultures by synthesizing crowdsourced input from experts across a broad spectrum of alternatives to the status quo when it comes to economies & cultures – including regenerative economy & cultures, restorative economy, doughnut economics, indigenous economics & cultures, solidarity economy, ecofeminist economics, ecological economics, degrowth economics, common good economics & culture of the commons, wellbeing economics, decolonial economics & culture, post-development culture & economics, bioregional economics & currency, prosocial economics & cultural evolution, and multicapitalist economics (among many others).</p>
Focus	<p>The Blueprint will establish first principles from the foundations of economics in the Greek etymology of oikonomos (<i>oiko</i> = house + <i>nomos</i> = laws, rules) as management of the “home” <i>writ large</i> (ie earth), and the foundations of culture, with its place-based etymological roots in the cultivation of soil (ie earth). We will also explore non-Western (ie Eastern, Indigenous, etc) etymologies and histories of these concepts.</p> <p>From these foundations, the Blueprint will critique current predominant economies and cultures by assessing the degree to which they align with or diverge from these first principles. Following the standard r3.0 Blueprint hypothesis of divergence, the Blueprint will identify the primary elements of this divergence, to set foundations for exploring alternatives.</p>

	<p>This Blueprint will veer slightly from the standard Working Group process by instead interviewing key actors for the multiple strands of alternative theories / frameworks, and use these interviews as a feed-in to the synthesis that identifies common ground amongst the diverse alternatives (inviting the interviewees to review the synthesis).</p> <p>The synthesis will the serve as a platform for laying out pathways forward, articulated at a general level of specificity. This sets the groundwork for “activation” work after the publication of the Blueprint, following in the footsteps of Blueprint 8 (<i>Funding Governance for Systemic Transformation</i>) that spawned a vibrant “swarming” and “hiving” process by an independent community comprised of Blueprint Working Group members and others.</p>
<p>Link to other r3.0 Blueprints</p>	<ul style="list-style-type: none"> ● Reporting Blueprint: Introduces many key elements of new economy models, from the enterprise level ● Accounting Blueprint: New accounting infrastructure is necessary to measure authentic performance and impact. ● Data Blueprint: New economies need new information system architecture ● New Business Models Blueprint: Traditional business model canvassing reinforces status quo economies and cultures, thus warranting disruption to reinforce the emergence of new economies & cultures ● Transformation Journey Blueprint: Provides guidance on strategies for transformation applicable to economic system & culture levels ● Sustainable Finance Blueprint: Finance systems undergird economic systems, required concurrent transformation ● Value Cycles Blueprint: Provides theoretical foundations for economies that regenerate value that serves living systems ● Funding Governance for Systemic Transformation Blueprint: The Critique Chapter maps existing dysfunctional funding flows, and the Conclusion proposes a future-fit architecture for regenerative funding flows ● Educational Transformation Blueprint: Education underpins cultural transformation from mechanistic & extractive model to just, living systems models.

● **Expected outcomes of the Blueprint**

Outcome	Detail
Resource identification	Blueprints identify a broad diversity of source materials numbering in the hundreds, referenced in the text document.
Infographics from virtual dialogue	Blueprint development typically involves a virtual dialogue on Currnt for the Exposure Draft(s), resulting in infographic reports.
Public comment	After vetting Exposure Draft(s) with the Working Group (inclusive of the interviewees), a Public Comment period precedes final publication

Blueprint Zero	The final version of Blueprint Zero will be published as part of the r3.0 Knowledge Commons, typically at our annual Conference.
Activation	Building on its First Generation of Blueprint development focused on knowledge co-creation, r3.0 is now shifting into its Second Generation that extends focus to activating the transformative ideas identified in the Blueprint, having piloted this process with Blueprint 8.

- **Parties who should be involved**

Main role	
Sponsors	Foundations, Family Offices, Multilaterals, Governments
Expert Interviewees	Thought Leaders, Subject Matter Experts
Research partners	Academic Alliance members, Academics, Practitioner Researchers
Work partners (W)	r3.0 Advocation Partners, Consultancies, Networks, Consortia

- **Management of the Blueprint Project**

Function	Role Description
Program Managers	Ralph Thurm & Bill Baue
BP Lead Authors	Bill Baue & Ralph Thurm
Expert Interviewees	20-30
Funder Participants	4-10
Working Group	10-20

- **Timeline**

Month	Activities
1	Call for participation, set up of Working Group, budget check, official launch
2-3	Literature review & analysis, Expert Interviews
4-5	Prepare First Exposure Draft
6	1st Working Group Review Meeting
7	Prepare Second Exposure Draft
8	2nd Working Group Review Meeting, Public Comment Period
9-10	Final version of Blueprint and release

- **Resources**

Contributions	Description
Funding	200k Euro, @20k standard contribution, or minimally 10k
In-kind	possible

- **Contacts**

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- **About r3.0**

r3.0 promotes Redesign for Resilience and Regeneration. As a global common good not-for-profit platform, r3.0 crowdsources open recommendations for necessary transformations across diverse fields and sectors, in response to the ecological and social collapses humanity is experiencing, in order to achieve a thriving, regenerative and distributive economy and society.