

# What are the Net Positive Principles?

The Net Positive Project (NPP) aims to help companies and systems transform through net positive - delivering business and sustainability benefits. To that end, we are developing a set of resources and tools to support companies in committing to and implementing net positive.

The NPP was formed by three organizations in collaboration with more than a dozen companies, synthesizing existing initiatives to advance a joint platform for developing and promoting net positive.

We can now share the outputs of one of the three workstreams: The Net Positive Principles

## Four principles can define a Net Positive strategy



**Material**  
*Focusing on what matters most*

Net Positive strategies focus on those social and environmental issues most impacted by a business and its value chain, as identified by internal and external stakeholders on a routine basis. A positive impact or ‘handprint’ in one material issue must not compensate for the negative impact or ‘footprint’ in another material issue.



**Regenerative**  
*Creating positive self-replicating cycles in nature and society*

Net Positive revitalizes the natural world, strengthens communities, improves individual well-being and strives for long-term positive impact. Net Positive does not cause irreversible damage to the environment, society, or individuals. If new activity resulting from a net positive strategy negatively impacts a company’s material issues, these would need to be added to the company’s footprint hurdle & addressed without irreversible loss.



**Systemic**  
*Influencing change beyond an organization’s four walls*

Net Positive strategies catalyse positive change from cradle to grave to positively impact entire social, environmental, and economic systems. These strategies recognize that just addressing a single organisation’s behaviour would not significantly change outcomes to society and the environment. These systems, and their underlying relationships, are dynamic and must be continually reassessed to ensure greatest impact.



**Transparent**  
*Sharing progress honestly*

Net Positive requires actions, progress, and measurement that are clear, credible, and easily accessible in communications. Attribution of all material impacts – both positive and negative – must be measurable and demonstrable.

This will **require a shift** in mindset, behaviours and outcomes

	Mindset shifts	Behavior shifts	Outcome shifts
<b>Material</b> 	<b>Prioritize impact and potential</b> Net positive is a journey, starting with an organization’s most material issues. A company reaches the final milestone once all material issues generate positive benefits overall.	<b>Include partners</b> At every opportunity, organizations adopt an inclusive approach to strategy development and execution and define material areas through consultation with stakeholders.	<b>Integrate strategy</b> Focusing on areas of biggest impact and opportunity, a company inevitably must consider shifts to its core business or operating model.
<b>Systemic</b> 	<b>Recognize interdependence</b> Organizations recognize their place within broader systems and that they cannot achieve net positive on their own.	<b>Collaborate widely</b> Organizations enter into transformative partnerships with stakeholders in their value chain, community and wider system.	<b>Create an enabling context</b> Organizations influence the system around them – including changing policy, business standards, consumer behaviors, community norms, etc. No lobbying contradicts net positive goals
<b>Transparent</b> 	<b>Embrace open communication</b> Organizations are honest about the journey they are on. They continue to innovate and experiment, documenting the progress and the lessons learned.	<b>Ensure true and balanced reporting</b> Reporting on progress is honest, consistent, authentic, transparent, balanced and independently verified where possible. Boundaries and scope are clearly defined across the value chain.	<b>Demonstrate progress and absolute impact</b> Progress and absolute impacts on material issues is clearly demonstrable if not measurable via open communication. This includes reporting on both negative and positive impacts.
<b>Regenerative</b> 	<b>Encourage experimentation</b> Net positive strategies need to foster a culture of taking risks, incubating new ideas, and scaling niche solutions.	<b>Ground evidence in science</b> Organizations use evidence-based methodologies to improve conditions in the natural world and society.	<b>Create long-term, positive impact</b> No aspect of a NP approach mistreats individuals, degrades society, or harms the environment, however, efforts to drive long term positive outcomes are approached with the same rigor as efforts to minimize footprint. This requires environmentally restorative, socially inclusive and locally empowering approaches that can be sustained beyond the work of any one company.