![regenearth logo]

Key Document

2020 – 2021

Context - Why Regenearth?

Artisanal or Creative Manufacturing potentially can accelerate global regenerative economies impacting 11 of the 17 SDG's

- 2nd largest rural income provider in India, and many parts of the globe
- Contributes USD 3.24 billion USD to GDP and 1.3 billion USD to exports**

Opportunity & Impact of Covid

- 60% of global customers looking for sustainable consumption, pre COVID and numbers rising
- Geographic derisking- focus area for global supply chains, wake up call for localisation of economies
- Reverse migration and interest within states for local jobs, 22 million jobs lost overall****
- Growing interest in SDG impact on linkages between artisans, gender, livelihood, climate change
- Environment for cross learnings, co creation and collaboration nationally and globally is rich

Regenearth - the Initiative

Regenearth's Rain Forest analogy articulates the eco system needed for creative manufacturing / off farm value chains to thrive. Community livelihood organisations are the core

Prosperous Producer Communities are the fruits & flowers .

Professional service providers and Community deep engagement teams are the lush canopy

Social enterprises and Accelerators are the roots and nourishment providing forest floor

Producer Community/Owners
Fruits and Flower

Enterprise/ Micro Enterprise

Enterprise/ Micro Enterprise

Enterprise/ Micro Enterprise

Enterprise/ Micro Enterprise

Value Chain

Value Chain

Professional Service providers/ Aligners
Canopy

Enablers
Roots and Forest Floor

How Regenearth can help

Producers

- Self Empowerment
- Connect local skills and raw materials to national/international supply chains
- Positively impact Climate Change

Aligners

- Enable agency building in the underserved
- Create jobs, scale regenerative economies and cultural continuity

Enablers

- Practitioner led cross learning amongst SE's and accelerators
- Co create & connect with each other as opposed to working in respective silos
- Understand best practices and operating models for acceleration towards the SDG's
- Combine capacities and resources for ecosystem prosperity/richness

What is Regenearth?

Regenearth is a **movement** to **propel creative manufacturers towards sustainable livelihoods** by becoming reliable players in supply chains, **via a shared practice** of inclusive creative manufacturing enterprise **delivered globally** to fulfil the burgeoning need for sustainable consumption

Our Vision

Long Term (>5 years)

- Place all content and modules for open access online, impacting 500,000 producers

Medium Term (3-5 years)

- Create the necessary eco-system for greater capacity building and graduate into a movement rather than a programme
- Initiate enterprises to start their versions of Regenearth and create a ripple effect of learning
- Align on M&E indicators

Short Term (1-2 years)

- Build capacity through co-creation and curation of curriculum, content delivery
- Implement tools and best practices for participant specific context
- Initiate quadruple bottom line
- Improving income and potential to earn aspirational income consistently

Who is Regenearth for?

Enterprises
Entities both for profit / not for profit with a social mission working directly with the producers (DHH) and are looking to scale or strengthen the different Cs in the 6C framework

Facilitating Organisations
These are large Social organisations working as incubators for social enterprises who in turn work with the producers

Academic Institutions
These are Academic Institutions who are working towards co-creating the curriculum and are also keen on having real-life practice-based curriculum

Accelerator Organisations
These are organisations who are working towards accelerating and scaling social enterprises who work with producers
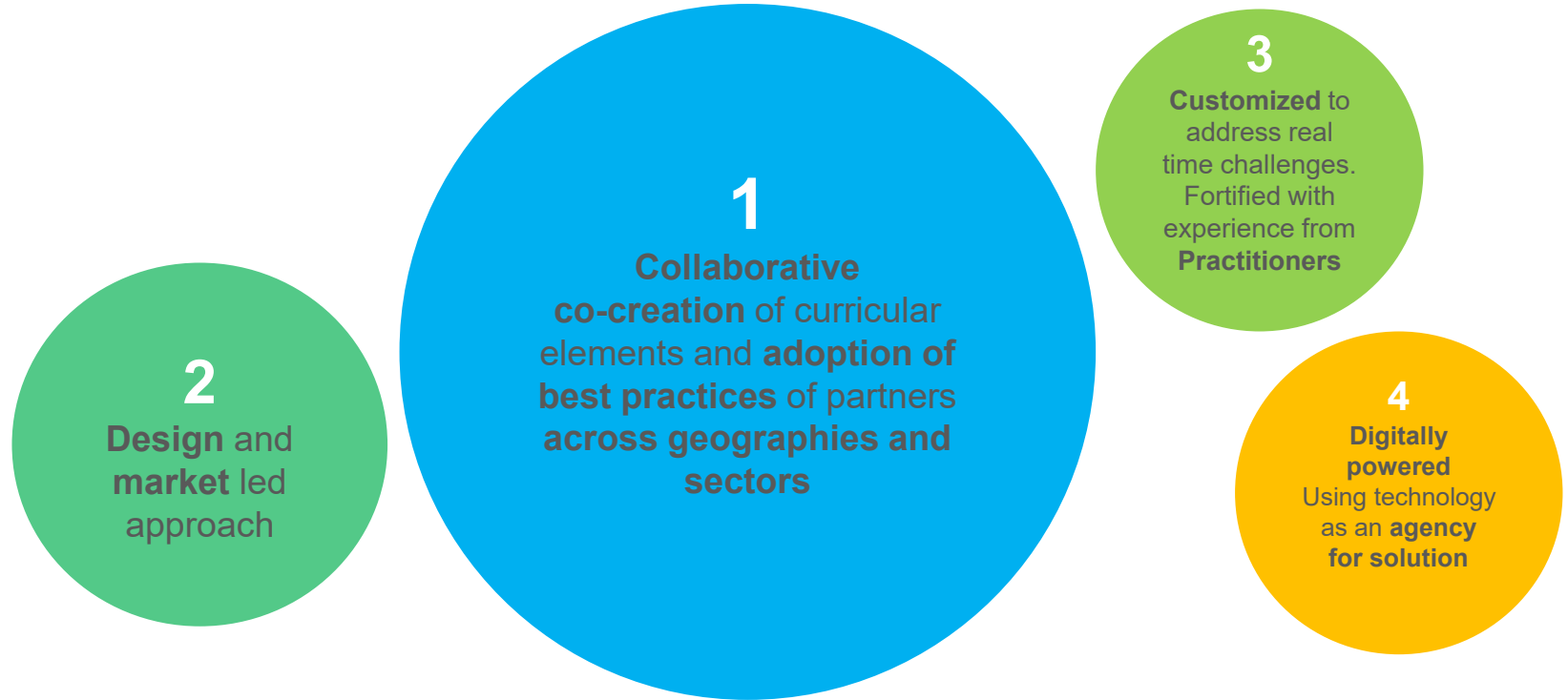
Our Approach
An eco-system approach led by Practitioners

1

Collaborative co-creation of curricular elements and **adoption of best practices** of partners **across geographies and sectors**

2

Design and **market** led approach

3

Customized to address real time challenges. Fortified with experience from **Practitioners**

4

Digitally powered Using technology as an **agency for solution**

Collaborative & Co-creation
Exchange of learning and emerging stronger

- A detailed diagnostic was run with a range of different impact institutions to gauge their needs and program fit

- Design thinking was used to co-create the program alongside the cohort

Empathize

Define & Ideate

Prototype & Test
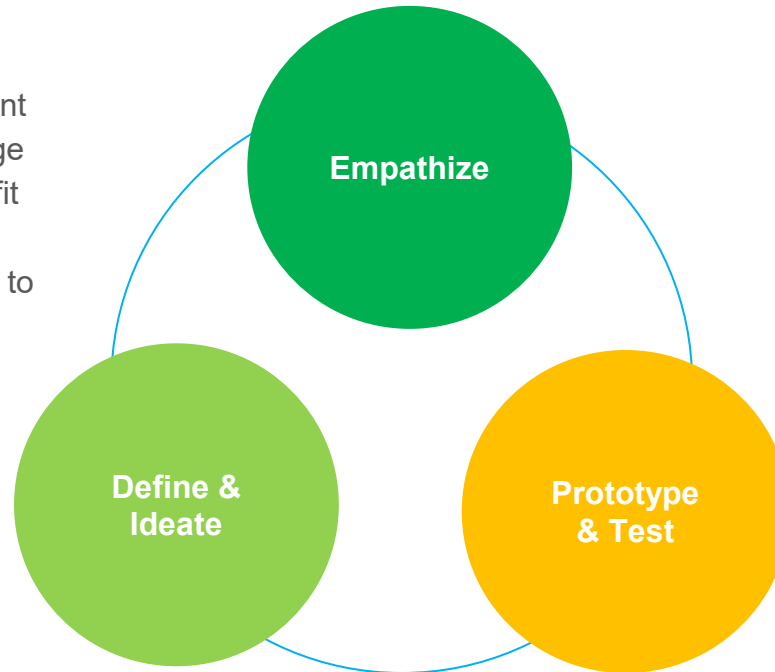
- 3 design workshops were conducted to arrive at the program content and structure

- While initially the thought process was that design workshops are solely for cohort 1, it was soon realised that every cohort should do this for relevance and commitment

Regenearth as a capacity building program

P

Practice
Practising the learnings on a day-to-day basis and bringing it back to the cohort's respective organisations

A

Apply
Applying the learnings and the experiences in the immediate ecosystems through relevant assignments
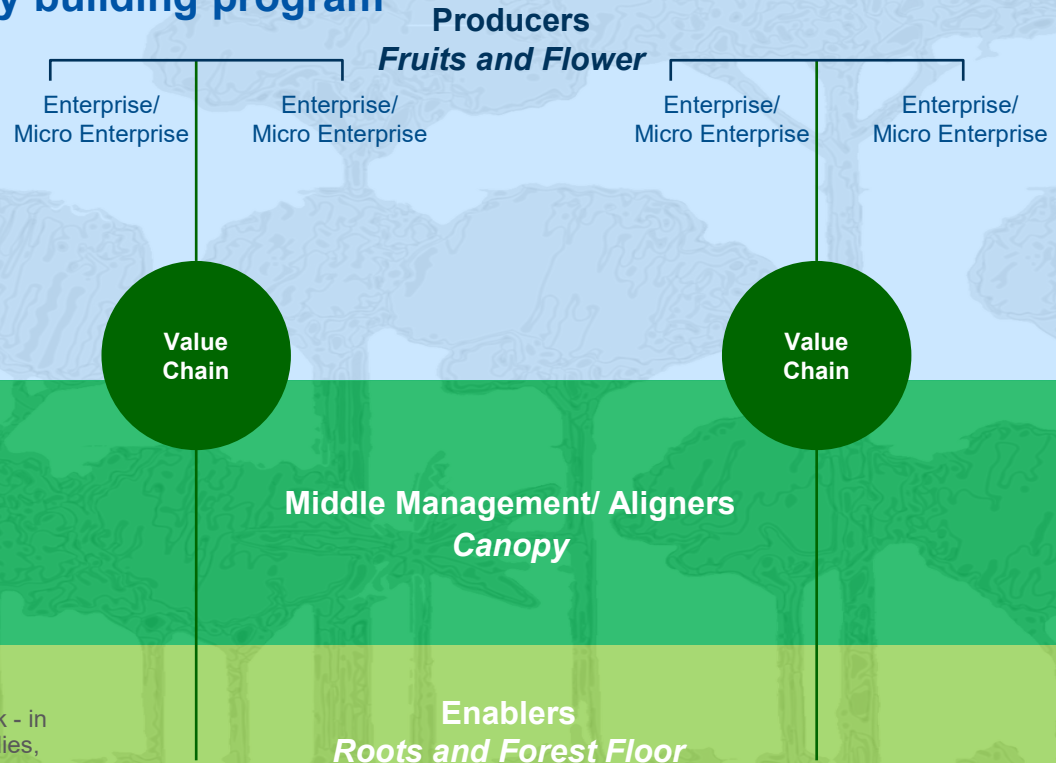
E

Experience
Guided activities that elucidate the learnt theory - done with hand-holding by experts
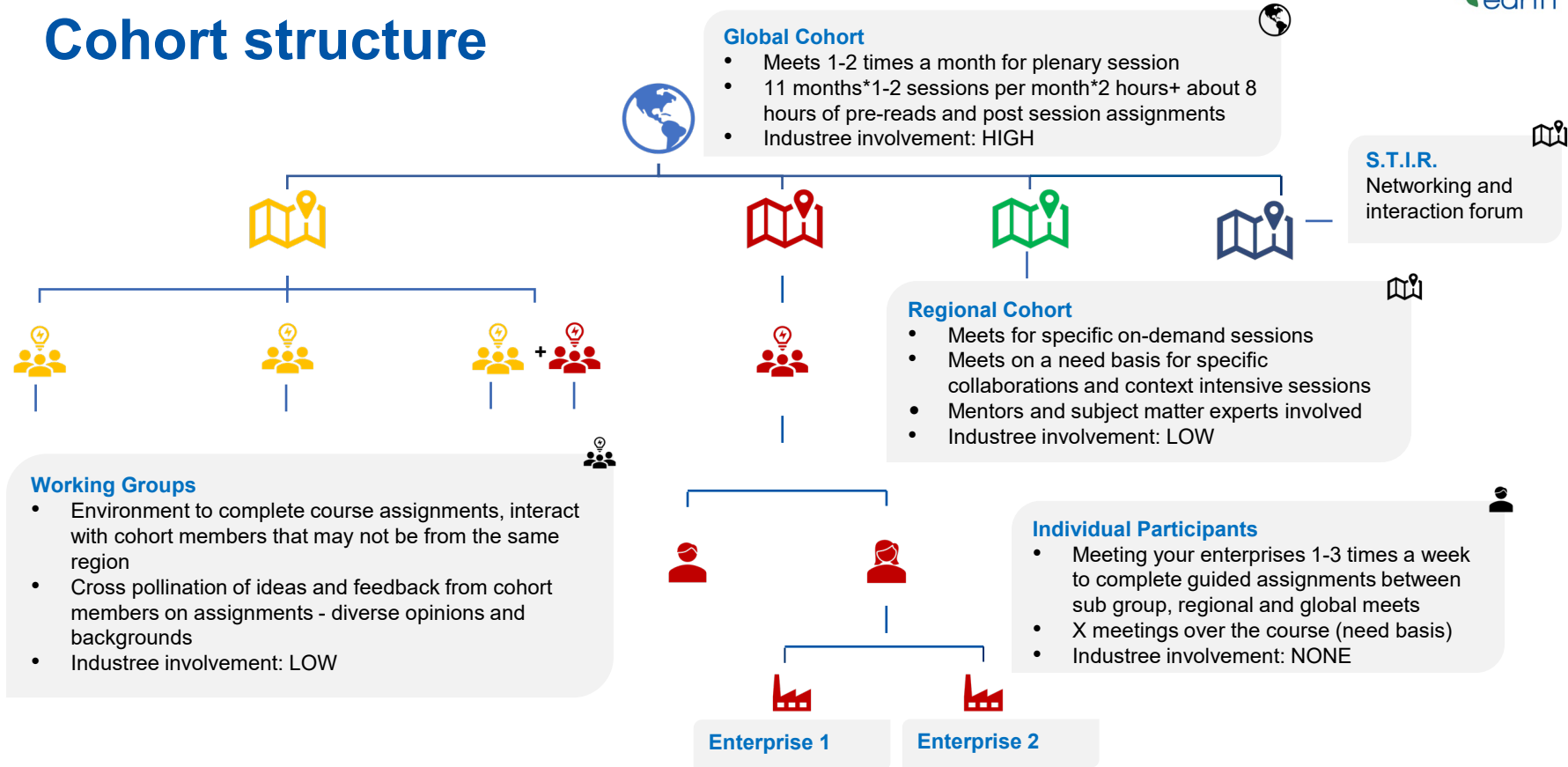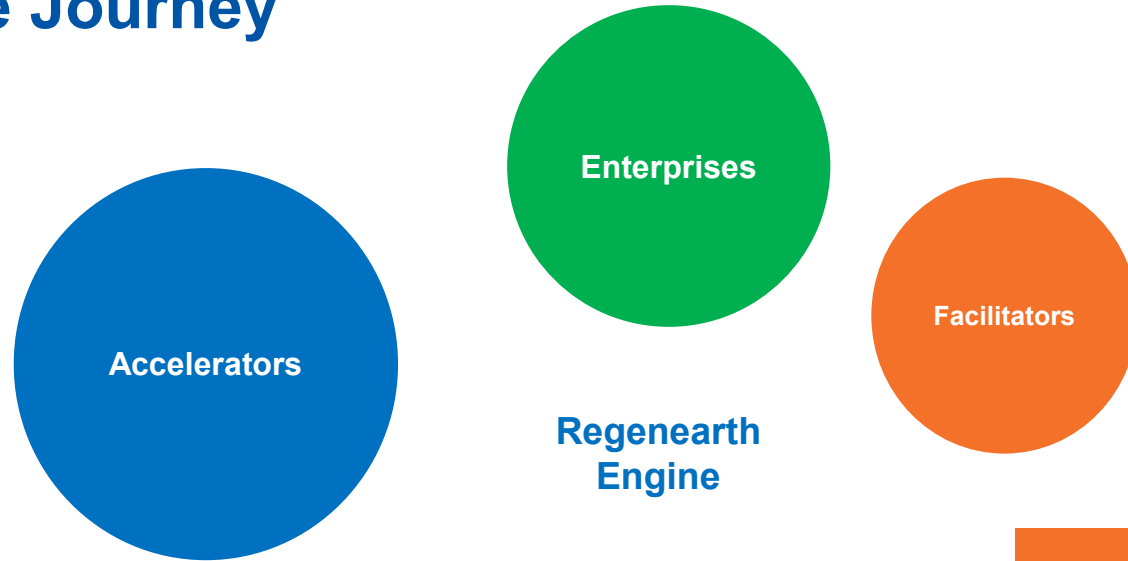
L

Learn
Key concepts, theory across the 6C framework - in depth preparatory material including case studies, frameworks, content - delivered in a flipped classroom mode in global, regional and working group sessions

Producers
Fruits and Flower

Enterprise/
Micro Enterprise

Enterprise/
Micro Enterprise

Enterprise/
Micro Enterprise

Enterprise/
Micro Enterprise

Value Chain

Value Chain

Middle Management/ Aligners
Canopy

Enablers
Roots and Forest Floor

Cohort structure

Global Cohort
- Meets 1-2 times a month for plenary session
- 11 months*1-2 sessions per month*2 hours+ about 8 hours of pre-reads and post session assignments
- Industree involvement: HIGH

S.T.I.R.
Networking and interaction forum

Regional Cohort
- Meets for specific on-demand sessions
- Meets on a need basis for specific collaborations and context intensive sessions
- Mentors and subject matter experts involved
- Industree involvement: LOW

Working Groups
- Environment to complete course assignments, interact with cohort members that may not be from the same region
- Cross pollination of ideas and feedback from cohort members on assignments - diverse opinions and backgrounds
- Industree involvement: LOW

Individual Participants
- Meeting your enterprises 1-3 times a week to complete guided assignments between sub group, regional and global meets
- X meetings over the course (need basis)
- Industree involvement: NONE

Enterprise 1

Enterprise 2

Attendee Journey

Enterprises

Accelerators

Facilitators

Regenearth Engine

Diagnostic Assessment of participants

Co-Design Workshops

Pre-program

Co-create Curriculum
Content Development & Delivery
S.T.I.R (Socialise, Talk, Interact, Remember)
Assignments
Working Groups

Program
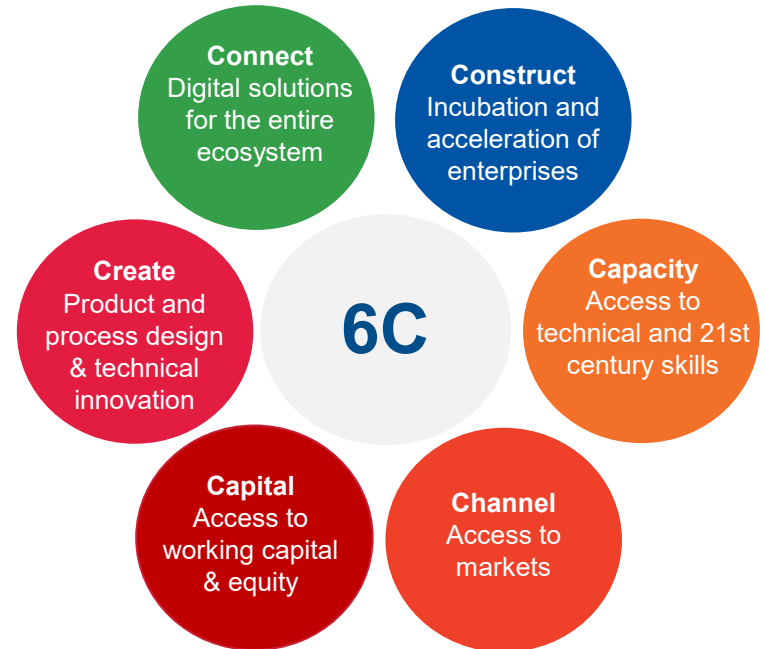
PIE
Platform for Inclusive Entrepreneurship
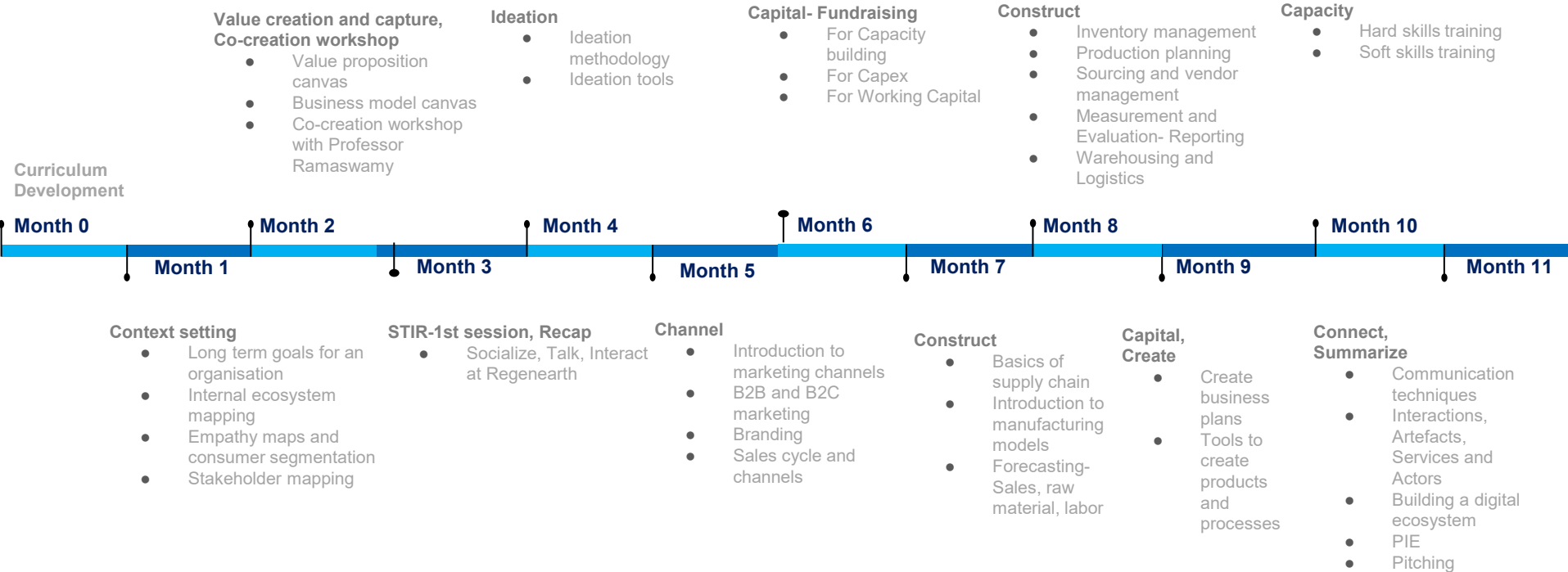
Post-program

The 6C Framework

6C is a comprehensive framework that describes the 6 key elements of an enabling ecosystem for underserved producers to thrive.

The framework has served as an effective tool to analyse creative manufacturing enterprises, programs and other initiatives, identify gaps and build effective solutions.

Regenearth is one such solution and it's core offerings including diagnostics, content and collaboration platforms are heavily influenced by the 6C framework

Connect
Digital solutions for the entire ecosystem

Construct
Incubation and acceleration of enterprises

Capacity
Access to technical and 21st century skills

Create
Product and process design & technical innovation

6C

Channel
Access to markets

Capital
Access to working capital & equity

Participants' Session

Value creation and capture, Co-creation workshop
- Value proposition canvas
- Business model canvas
- Co-creation workshop with Professor Ramaswamy

Ideation
- Ideation methodology
- Ideation tools

Capital- Fundraising
- For Capacity building
- For Capex
- For Working Capital

Construct
- Inventory management
- Production planning
- Sourcing and vendor management
- Measurement and Evaluation- Reporting
- Warehousing and Logistics

Capacity
- Hard skills training
- Soft skills training

Curriculum Development

Month 0 | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11

Context setting
- Long term goals for an organisation
- Internal ecosystem mapping
- Empathy maps and consumer segmentation
- Stakeholder mapping

STIR-1st session, Recap
- Socialize, Talk, Interact at Regenearth

Channel
- Introduction to marketing channels
- B2B and B2C marketing
- Branding
- Sales cycle and channels

Construct
- Basics of supply chain
- Introduction to manufacturing models
- Forecasting- Sales, raw material, labor

Capital, Create
- Create business plans
- Tools to create products and processes

Connect, Summarize
- Communication techniques
- Interactions, Artefacts, Services and Actors
- Building a digital ecosystem
- PIE
- Pitching

Accessing Regenearth

We have made the Regenearth programme accessible in different ways using Technology :

Zoom (Video Meetings) : For conducting Global & Regional sessions
Moodle (Open-source LMS) : For organising courses and assignments
Miro (Collaborative digital whiteboarding) : Assignments and collaborative work space
PDA : For Digital Attestation and sharing content
Whatsapp+Telegram : For faster communication and updates

An Online Programme requires greater engagement as compared to a physical one where it is easier to understand and grasp human behaviour. Thus, we engage and initiate different ways of networking such as **S.T.I.R (a conversation cafe)**, Whatsapp & telegram groups to make it informative and fun at the same time!

Acknowledgements

Regenearth always stay true to its core values - Collaboration, Co-Creation and Customization. In this process of co-creation we have had immense support from our mentors, partners, industry experts who are not only our well wishers but our best critiques as well. Thus we extend our acknowledgements to -

Lisa Kleissner,an impact investor and co-founder of KL Felicitas Foundation, Toniic, and Hawaii Investment Ready (HIR).

Sanjay Kalra, board Member at Industree Foundation, Entrepreneur at Large,Technology & Society, Ex-CEO Of Tech Mahindra Ltd.

Venkat Ramaswamy, Professor of Marketing at the Ross School of Business, University of Michigan, Ann Arbor, USA.

Deepa Mirchandani, founder of The Deep & Meaningful Consultancy & has worked extensively in the sustainable business space.

Neelesh Hundekari, a senior consultant and a partner at Kearney.

Anant Bhagwati, Dasra is catalyzing India's strategic philanthropy movement to transform lives with dignity and equity in the non profit space.

Testimonials

We have a market connect, an institutional finance connect, importance of design inputs and a discussion with Srishti Design School for design interns and so on.
All this change in planning and perspective within a short period has been primarily due to Regenearth sessions.
Sandeep Sabharwal

We have completed one year of our venture. We are more confident about terracotta and about our vision. The tools/templates introduced to us by regenearth has really helped us understand ourselves better. The 100 yr vision, the golden circle and the DNA molecule has helped.
Selena

I have been working alone on the concept for a few years. I knew I lacked the vocabulary for this sector and I was struggling with the business canvas for my business. These sessions are of great help. When you are working in a group the interaction helps in solving a lot of problems.
Vishpala

Regenearth Family: The Team

**Jacob,
Mentor**

Jacob Mathew is the CEO of Industree Foundation. At Industree he works at the intersection of Design, Business, Sustainability, Capital and Impact, aligning with its philosophy and objectives.

**Ami,
Programme Management**

Ami Patel has been associated with the Industree eco-system for over 18 years. A Craft Design Manager from IICD, her expertise lies in creating design led solutions, bridging the gaps of market access for the artisans.

**Pawroosh,
Content Curator**

Pawroosh has been associated with Industree for 7 months and loves to work in the space of sustainable development. He is keen on learning about design and systems thinking and implement robust systems solutions to real-world problems. He likes his dog.

**Navrun,
Content Curator**

Navrun has been working at the intersection of technology and livelihoods for the last 4 years in the domains of agriculture, creative manufacturing and skilling.

He is passionate about scaling system wide change by enabling entrepreneurial thinking.

**Rajanshu,
Technology & Digital Platforms**

Rajanshu brings his digital expertise to the regenearth program.

He has been working with Industree for over 8 months now and is super passionate about technologies that drive real change.

**Ananya,
Stakeholder Management**

Ananya has been associated with Industree for 2 years now and is passionate about the creative manufacturing sector. She is interested in taking the learnings from the field to academia and is keen on working with social businesses using Design Thinking as a methodology to address challenges.

Partners in the Journey

Target Foundation envisions a world where all families and communities who struggle for access to economic opportunity, stability, equity, and empowerment have the resources to determine and realize their own joy in life. They believe they have a responsibility to remove structural barriers and help create access for those who have been left out by shifting power to communities who can meaningfully participate in the economy thereby creating a world where all families can thrive.

Regenearth thanks Target Foundation for supporting its journey so far and beyond.

Dasra is India's leading strategic philanthropy foundation nurturing powerful partnerships with funders and social enterprises. Beginning with incubating NGOs like Magic Bus and Villgro and enabling them to scale, two decades later this theory of change continues to thrive at Dasra. It now encompasses strengthening leading NGOs, magnifying philanthropists' impact and enabling government to better serve communities.

Last year, Dasra and Industree co-designed and operationalized its pathway to scale, culminating in the Regenearth movement, Industree's Broad Hand Holding engine. Dasra enabled the use of a deeply community-centred design approach to conceptualize and test the program with potential participants, and roll out the first module in October last year.

Annexure

Industree's championing of Regenearth has evolved from it 's experience. Adoption of non-linear scaling pathways, impacting 3 million entrepreneurs across various value chains by 2030, collectively, is a systems change approach.

Learnings and Insights Generation

Engine 3 — PIE

PIE
Platform for Inclusive Entrepreneurship

Engine 2 — Regenearth

Engine 1 — Deep Hand Holding

UP, TN, Rajasthan, AP, Odisha, Telangana, Karnataka and Ethiopia, Africa

Textile based, Natural Fibre, other Handicrafts

GreenKraft

ektha

Societal Platform: Construct, Connect, Capacity, Channel, Capital, Create

Impact 2.3 million producers

- Platform for Inclusive Entrepreneurship (PIE)- A digital ecosystem for first mile solutioning
- Enable robust technology using power of networks to scale faster
- Enable 6C services online

Broad Hand Holding: Construct, Connect, Capacity, Channel, Capital, Create

Impact 0.6 million producers

- Ecosystem building
- Ripple effect of training organisations and enterprises in the 6C framework
- Collaboration, co-creation and customization of best practices

Deep Hand Holding: Construct, Connect, Capacity, Channel, Capital, Create

Impact 0.1 million producers

- Create and accelerate producer-owned enterprises to sustainability
- Use holistic 6C model
- Build capacity
- Enable market centric product development
- Enable access to vital working capital.

*The Platform for Inclusive Entrepreneurship is being developed as a Societal Platform (CC BY ND 4.0 International License, EkStep Foundation, www.societalplatform.org).

Industree's Journey enabling the championing of Regenearth

- Since 1994 Industree understood that it was only deep engagement that could transform the lives of the most vulnerable communities in the creative manufacturing sector. Its hands on work in building national and global markets enabled regular livelihoods for women in community owned companies. The 6C model evolved organically from this deep practice

- The enabling eco-system it was building was recognized by Schwab Foundation, Work Economic forum, Womanity foundation and now through the receipt of India's Apex social business award.

- Industree deeply committed to the values of co-creation and collaboration enabling sector to flourish and it is doing this through Regenearth its broad engagement engine and PIE, Platform for Inclusive Entrepreneurship…societal website link

Theory of Change

Inputs

Professionally Managed Enterprises
+
Deep Hand Handholding
+
6c Service Ecosystem

Producer Ownership
- Aggregation of producers into self-owned enterprises
- Micro-entrepreneurial skill building

Effective Intermediation And Value Chain Mobility
- Market connect/creation
- Access to seed & working capital
- Value addition
- Access to latest designs
- Skills development

Ecosystem Building
- Access to varied 6C service providers
- Capacity building of enterprises and enterprise enablers

Outcome

Creation of economic opportunity for underserved producers in robust, self owned enterprises

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Regenearth Design Series

A detailed diagnostic was run with a range of different impact institutions to gauge their needs and program fit

Design thinking was used to co-create the program alongside the cohort

3 design workshops were conducted to arrive at the program content and structure

While initially the thought process was that design workshops are solely for cohort 1, it was soon realised that every cohort should do this for relevance and commitment

Empathize

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Prototype & Test
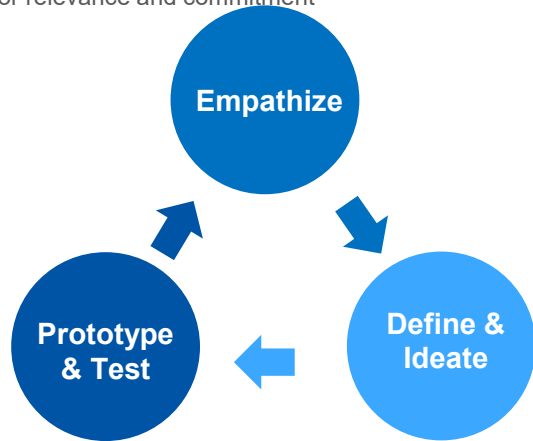
Design Sprint 1
Objective: To arrive at detailed profiles of each participant and build amalgamated personas of different enterprises at different life stages

Design Workshop 1
Objective: For the cohort to empathize with the personas, and their journeys and arrive at pain points and possible value that regenearth can bring to the cohort

Design Sprint 2
Objective: To build a curriculum wireframe based on the learnings from the previous workshop

Design Workshop 2
Objective: To validate the curriculum outline; seek inputs on uniqueness & usefulness of each element and arrive at customized levels of learning

Design Sprint 3
Objective: To build the final construct of Regenearth

Design Workshop 3
Objective: To show and tell a compact version of the solution and make final iterations to the same before the program is launched

Design Sprint 1 - Empathize

Creating persona archetypes as per life-stages (idea-concept-accelerate) with whom participants can empathize.

Design Workshop 1

- Participants were introduced to persona archetypes: **Proof of idea, Proof of concept, Ready to accelerate**
- They were introduced to toolkits such as the User experience map to record the journey pre, during & post Regenearth intervention.
- In-depth understanding of dimensions of the persona were imparted through: **Customer jobs, Pains and Gains**.
- This enabled us to arrive at: **Products and services, Pain relievers and Gain creators**

Design Sprint 2 –Define & Ideate

Information from Workshop 1 was gathered as well as from the Deep Hand Holding journey and condensed into modules and contents using the 6C framework.
This was used as a framework to introduce the curricular topics to the participants

Design Workshop 2

- Participants' absorption and feedback on the lessons through - **Uniqueness, usefulness, relevant delivery mode as well as tools, frameworks** and mentors.
- Discussion on results that **participants resonated** with - what they **agree with or disagree** with, what stands out, etc.
- Conversation around what can the participants (self/ organisation) learn from the modules and what **kind of ecosystem enablers** will need to be built outside of Regenearth
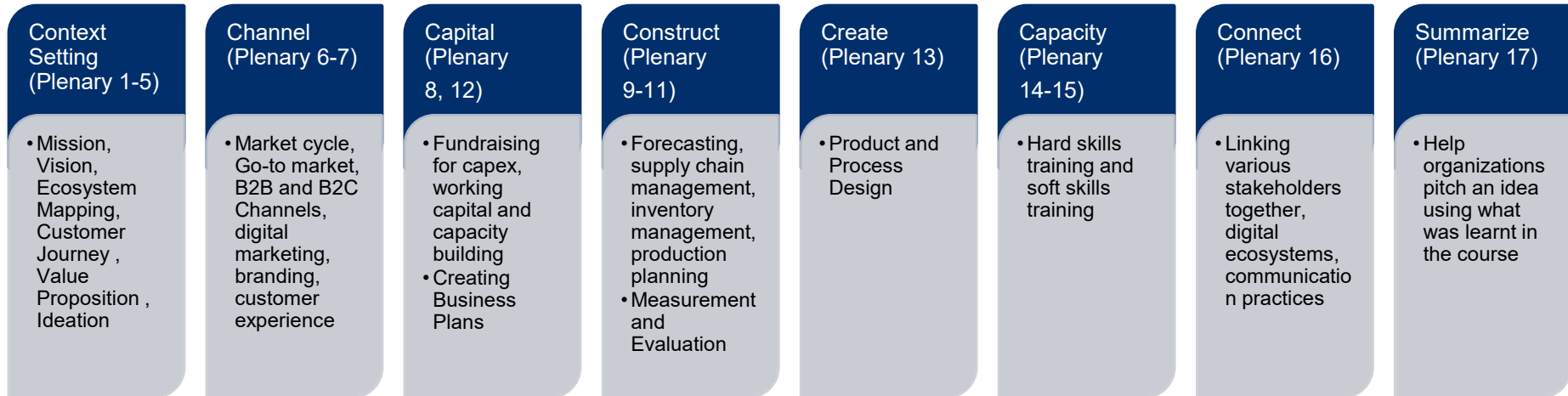
Learnings From the Design Workshops

- Ice breaking session needed as a pretext to get the groups comfortable
- The need to accommodate the amount of time required for the absorption of content and responsiveness towards it especially on a digital platform
- Visual representations of the personas enhanced the understanding.
- Setting up contexts and following up with consistent check-ins in between sessions with facilitators eases flow of the sessions.
- Pre - watches and Pre - reads and quick recaps of previous sessions help in context setting
- Prioritizing conversations over exact answers proves to be more helpful.
- Initial assumption of just training producers was disproved as the program is relevant for facilitating organisations and accelerators/ incubators as well.

Curriculum

- Initial curriculum structure proposed using the 6C framework

- Curriculum structure modified based on participant feedback

Context Setting (Plenary 1-5)	Channel (Plenary 6-7)	Capital (Plenary 8, 12)	Construct (Plenary 9-11)	Create (Plenary 13)	Capacity (Plenary 14-15)	Connect (Plenary 16)	Summarize (Plenary 17)
• Mission, Vision, Ecosystem Mapping, Customer Journey , Value Proposition , Ideation	• Market cycle, Go-to market, B2B and B2C Channels, digital marketing, branding, customer experience	• Fundraising for capex, working capital and capacity building • Creating Business Plans	• Forecasting, supply chain management, inventory management, production planning • Measurement and Evaluation	• Product and Process Design	• Hard skills training and soft skills training	• Linking various stakeholders together, digital ecosystems, communication practices	• Help organizations pitch an idea using what was learnt in the course

The path forward

Cohort 2
- Start by July, 2021
- Participants shortlisting initiated since Feb, 2021
- Initiate Design workshop by April' 2021
- Restructure & Sequence Evaluation

Advisory board to be formed. The board will guide the programme in the following ways-
- Overall strategy of programme
- Leads for mentors and industry experts
- Leads for fundraising
- Acquiring new participants and increase engagement. Hack growth
- Contribute & support on curriculum
- Set up evaluation metrics

Mentors and experts- Experts across domains to and Mentors to support the participants. This makes the program truly co-creative.
- Strategic thinking
- Marketing
- Capital

Program evaluation- Evaluate ourselves for our own efficacy and streamline the program further
- Define KPIs
- M&E of Impact on organization & ground level
- Fundraising for specific support

Scale- Program to Movement
- Global presence
- Seed for replication, support cohort 1 participants
- Fundraising for Capacity & Promotion

Thank You!