THERE IS ONE QUESTION EVERY BUSINESS LEADER SHOULD BE ASKING THEMSELVES.

©2022 NET POSITIVE: HOW COURAGEOUS COMPANIES THRIVE BY GIVING MORE THAN THEY TAKE
IS THE WORLD better because your business is in it?
Dangerous climate change and widening inequality are threatening humanity.

Only companies who are part of the solution will survive and thrive.

BUSINESS NEEDS TO STEP UP – AND FAST.

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The next 8 years are critical for curbing dangerous temperature rises.

Global inequality has reached unprecedented levels. COVID-19 has made the problem even worse.

Our world has become more dangerous, less stable, and more exposed to conflict, crisis and extreme events.

The cost of inaction now outstrips the cost of action.

A majority of people are demanding that companies show leadership on issues from climate to injustice.
CRISIS CAN BE FLIPPED INTO OPPORTUNITY.

It is in the private sector's own interest - moral AND financial - to become a stronger force for a healthy planet, an inclusive economy and stable societies.
MOMENTUM IS BUILDING

The economic opportunity is enormous. Achieving the Sustainable Development Goals could grow the global economy by $12tr and create 380m new jobs by 2030.

Governments, business and financial markets are moving: 65% of countries (accounting for 90% of global emissions), hundreds of big companies and $130tn of private capital now have some kind of net zero commitment.

More than ever, CEOs are responding to calls from workers and society-at-large to step up on issues from race to gender, equality and human rights.

The direction of travel is set – but we're still not moving with enough speed and scale.
ENTER net positive
WHAT IS A NET POSITIVE COMPANY?

SHORT ANSWER: NET POSITIVE COMPANIES THRIVE BY GIVING MORE THAN THEY TAKE
CSR IS ABOUT BEING LESS BAD.

NET-ZERO INITIATIVES ARE ABOUT DOING NO HARM.

NET POSITIVE IS ABOUT LEAVING OUR WORLD BETTER - AND PROFITING AS A RESULT.
Imagine more big corporations actively taking carbon out of the air.

Food and agriculture companies regenerating soil and restoring biodiversity.

Manufacturers paying living wages and empowering communities across their supply chains.

Tech promoting truth and democracy.

Finance supporting only clean investments.

AND ALL BUILDING THRIVING, RESILIENT INDUSTRIES AT THE SAME TIME.
NET POSITIVE COMPANIES IMPROVE THE LIVES OF EVERYONE THEY TOUCH,

FROM CUSTOMERS AND SUPPLIERS TO EMPLOYEES AND COMMUNITIES, INCREASING LONG-TERM SHAREHOLDER RETURNS IN THE PROCESS.
5 PRINCIPLES OF A NET POSITIVE COMPANY
NET POSITIVE COMPANIES TAKE OWNERSHIP OF ALL THE IMPACTS AND CONSEQUENCES THAT FLOW FROM THEIR ACTIVITIES – INTENDED OR NOT.
NET POSITIVE COMPANIES OPERATE FOR THE LONG-TERM BENEFIT OF BUSINESS AND SOCIETY.
NET POSITIVE COMPANIES CREATE POSITIVE RETURNS FOR ALL STAKEHOLDERS, INCLUDING THEIR WORKERS, CUSTOMERS, SUPPLIERS, PARTNERS, THE NEXT GENERATION AND THE PLANET ITSELF.
NET POSITIVE COMPANIES REWARD THEIR SHAREHOLDERS AS A RESULT OF THIS LONGER-TERM, MULTISTAKEHOLDER MODEL.
NET POSITIVE COMPANIES PARTNER WITH OTHERS, INCLUDING THEIR COMPETITORS, CRITICS, CIVIL SOCIETY AND GOVERNMENTS, TO TACKLE BIG, SYSTEMIC PROBLEMS WE CANNOT SOLVE ALONE.
DISCOVER HOW TO:

- Become a courageous leader
- Unlock organisational purpose + employee passion
- Turn values into culture
- Deliver big, aggressive goals
- Build trust and transparency
- Create 1+1=11 partnerships
- Tackle the toughest issues, from tax to lobbying to human rights
- Drive systems change

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This is a journey. No company is perfect and it starts with personal courage. But the rewards are profound and urgent. And the future of capitalism, humanity and the planet depend on it.
Discover how to build a company which profits by fixing the world's problems, not creating them.

Named one of the Best Business Books of the Year

JOIN THE MOVEMENT AT NETPOSITIVE.WORLD

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A wonderful rallying call to business leaders all over the world to step up to the greatest opportunity, + responsibility, of our time.

—SIR RICHARD BRANSON
FOUNDER, VIRGIN GROUP

Net Positive will be pure heresy to all those who still subscribe to the failed dogma of shareholder primacy—which is exactly why we need it.

—ARIANNA HUFFINGTON
FOUNDER + CEO, THRIVE GLOBAL

The net positive train is leaving the station, and the bravest, smartest leaders are already on board.

—CHRISTIANA FIGUERES
EXECUTIVE SECRETARY OF THE UN FRAMEWORK CONVENTION ON CLIMATE CHANGE 2010-2016; COAUTHOR, THE FUTURE WE CHOOSE

Net Positive turns courage and principled action into an electrifying strategy for business success. It’s powerful, persuasive, and unlike any other book you’ve read.

—KEN FRAZIER
EXECUTIVE CHAIRMAN, MERCK

We don’t just need net positive companies, we need a net positive movement. This book can start it.

—PROFESSOR MUHAMMAD YUNUS
NOBEL PEACE PRIZE WINNER; AND FOUNDER, GRAMEEN BANK

Paul and Andrew deliver the most compelling explanation yet of how to build a flourishing business by valuing your people and respecting our planet.

—SHARAN BURROW
GENERAL SECRETARY, INTERNATIONAL TRADE UNION CONFEDERATION
PAUL POLMAN works to accelerate action by business to achieve the UN Global Goals, which he helped develop. As CEO of Unilever he increased shareholder returns by 300% while ensuring the company ranked 1st in the world for sustainability every year.

ANDREW WINSTON is one of the world’s leading thinkers on sustainable business strategy. He advises some of the world’s most influential C-Suites and his books are read around the globe.