



The Net Positive Principles

Net positive strategies aim to put more back into society, the environment, and the global economy than they take out.

Material

Focusing on what matters most



Net positive strategies focus on an organization's greatest impacts on society and the environment as well as its largest areas of unique future potential. These are defined by internal and external stakeholders considering impacts along a company's full value chain. All material issues must be addressed to achieve net positive – thus a positive impact in one material issue cannot compensate for the negative impact or 'footprint' in another material area.

Regenerative

Creating long-term, sustained and absolute impact



Net positive strategies revitalize the natural world, strengthen social communities, and improve individual well-being. They generate long-term beneficial impacts and do not cause irreversible losses. The positive impacts that are created in one material issue exceed existing negative impacts or 'footprints' without irreversible loss in other material areas. While net positive is a journey, and progress is recorded, absolute reductions or improvements matter most.

Systemic

Influencing change across entire systems



Net positive strategies not only catalyse positive change across a company's value chain—from raw material extraction through the use and disposal of its products and services—but they influence wider social, environmental, and economic systems. This recognizes that a single organization is unlikely to create and sustain positive social and environmental outcomes on its own. Given the dynamism of these systems, the scope and boundaries of a net positive strategy must be continually reassessed to acknowledge and manage relevant effects, and to ensure greatest impact.

Transparent

Sharing progress openly and honestly



Net positive strategies require action, 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, and independently verified where possible. Net positive information should be presented within clearly defined sustainability context and reporting boundaries, and should be disaggregated to show effects on relevant issues, stakeholders, ecosystems, etc.

In applying these principles, net positive strategies should consider the unique sustainability context related to specific issues, stakeholders, value chain partners, geographies, ecosystems, landscapes, and populations. Positive impacts in one area do not compensate for negative impacts or 'footprint' in another; rather all relevant effects should be acknowledged and managed in aspiring for net positive impact.