

We propose that a Slow Money ROI blends the “what do we really want from our society and economy”—the triple top line—with the rigor of “how do we measure that we are getting what we want”—ESG ROI. If each of us were to invest in every decision, every purchase, in every financial negotiation on these principles, we would grow a **regenerative economy**, an economy in which we gave more back to our communities and habitats than we used in our enterprises.

Regenerative Economy

Societal Goal

A triple top line addresses the goals that the ROI produces:

- A citizenry in which people that are confident, have initiative, are respectful, are willing to consciously consider their social and environmental communities in their decision making, and are willing to take on responsibility and add value to their own and others’ lives.
- Enterprises that grow both internal management, employee, and resource practices and external community practices that result in a vital, competent citizenry--employees AND community members.
- Investors are people and organizations that support enterprises that support the societal goals and outcomes we seek.



Ensuring that we are on the right path

A triple bottom line is the path

we use to ensure that the environmental, social, and governance consequences—ESG—as well as financial return—of a financial transaction are considered. The rigor of upstream, downstream positive and negative metrics that are used in life cycle assessment analyses are a good model here. Governance issues—the policies and practices that inform the enterprise—must be incorporated as well. Using these underlying principles, we can course correct to achieve the societal goals we seek.