

1. Regenerative Projects

a. Bringing our desired future to life through regenerative projects

To bring the vision of our desired future for Whidbey and Camano Islands to life and implement regenerative goals, we develop actions at deep leverage points. **Regenerative projects** are actions that we can perform right now to create the state of the future that we wish to see.

For some projects, we will see the positive effect on healthy nature, bridge building, and the transformational mindset of people and access to the islands soon. For others, we see the impact of the current action far ahead in the future. We call it **short-, mid-term and long-term projects**. It is important to note that all of them are of equal importance for the **flourishing of the Embrace vision**. It is essential to have a **healthy balance** of all of them to achieve the regenerative goals. We can compare it to planting a forest/garden - we need to sow the seeds for the trees that grow for the next decades and at the same time need to plant medium and fast-speed growing plants that nourish the soil and establish a good ground.

- *Short-term projects:* We see results within 12 months. Through short-term projects (e.g. workshops, events, festivals, summits, initiatives), people will experience what is meant by each regenerative goal, they will get motivated and engaged. They show that it is possible to implement the regenerative goals step-by-step and build trust and confidence.
- *Mid-term projects:* We see results within 1 to 3 years. For mid-term projects, it takes a bit longer to set the foundation, bring the community members and other stakeholders together, and develop it. E.g. Educational programs, investment in transport options, etc.
- *Long-term projects:* It takes more than 3 years to see results. This includes projects that work on infrastructures that need more fundamental change e.g. water systems, buildings, etc. A long-term project is the Embrace program and the regenerative goals themselves as well.

There can be hybrid formats - a long-term project can have short/mid-term results and short-/mid-term projects can be conducted over a long period of time.

Importantly, some projects can already exist, but just need the support of the community or in-part the Regeneration Activation team to thrive!

Some projects will be developed by the W&CI Regeneration team. They serve as flagship projects to inspire, connect and motivate the community for Embrace.

The majority of the regenerative projects comes from the community members - the regenerative heroes who are part of the Regeneration Activation team. Only if we all pull together we can achieve the regenerative goals and co-create our desired future.

b) How to build the community and conduct regenerative projects

Regenerative projects have a life cycle. They can flourish or die - depending if we follow the life cycle. Regenerative projects walk through various phases from project identification, developing the action, experimenting and measuring, reflection and up to sharing. After reflection and sharing it is possible to innovate and start a new project based on the learnings. The whole life cycle is important for the flourishing of Embrace. For example, without measuring the action, reflection, sharing is not possible. This means that the full potential impact of the project is not achieved. It is not possible to further innovate and build on learnings from the project - its life ends. Therefore, we pay attention to each phase of the projects and Embrace to thrive.

Please see here the **step-by-step process in short**, which is elaborated on below:

1. **Collect:** When we connect with people interested in joining the Embrace program, we share the link to the registration form (which is aligned with Excel [tool stakeholder project mapping](#)).
2. **Identify:** Regenerative Pillar Ambassadors or anyone from the Regeneration Activation Team identifies a potential regenerative project. The person interested in conducting a regenerative project via the Embrace program meets with the Program Manager, who weighs it against the regenerative criteria and inserts it into the [Community project mapping](#).
3. **Develop action:** The Regenerative Ambassador collects information such as Goals, Measurement, KPIs, etc from the Regenerative Hero and inserts it in the [Embrace Action Plan](#). Furthermore, s/he collects information about the project to communicate about it which is added to the [Community Engagement Plan](#) and/or other communication planning tools. .
4. **Experiment & Measure:** Data before/after the project to show the impact and inserted in the [Embrace Action Plan](#) and other relevant databases.
5. **Reflect:** The Regeneration Activation Team reflects on the project.
6. **Share:** We share the project results in channels elaborated in the [Community Engagement Plan](#).

1. Collect

We connect with people from the community, share about the Embrace program, and identify people who want to join the Embrace program and contribute to it. This connection can be via personal meetings, digital communication, etc. We share the link to the sign-up form which is aligned with the Stakeholder project mapping tool. These people can express their interest and elaborate on the project. The data will be collected in a database (this can be either in the Excel [tool stakeholder project mapping](#) or in a digital database which is built in a similar way like the stakeholder project mapping tool).

2. Identify

The Regenerative Pillar ambassador or someone from the Regeneration Activation Team identifies a regenerative project. This can happen in various ways:

- By spreading the Embrace program via presentations, community events, or any other communication activities. Based on that conversations on potential projects start.
- By being aware of challenges and identifying and approaching aligned existing projects. The Regenerative Pillar Ambassador shares the opportunities on how to promote the project through the Embrace program and how the project can contribute to the desired future of the Whidbey and Camano islands.
- A community member wants to contribute to the Embrace program, has an idea for a regenerative project, and approaches one person from the Regeneration Activation Team.

The person who is interested in leading a regenerative project and joining the community as a Regenerative Hero meets with the Program Manager and the Regenerative Pillar Ambassador (if already clear to which pillar the project contributes). During a conversation, they weigh the project against the regenerative criteria. The program manager inserts it into the [Community project mapping](#) and evaluates if they are suitable for Embrace by using the following Prioritizing questions:

- Is it aligned with a regenerative goal(s)? If yes, which one(s)?
- Is there anyone in the community inspired to take this project on? Who is the contact person for the project?
- Is it short-, mid-, long-term?
- Is it an existing or new project?
- Is the person open-minded and collaborative?
- What are their expectations from Embrace?
- Have they completed the project sheet?

Additional guiding questions for the first call with a potential regenerative hero?

- How did you find out about Embrace?
- What interests you about Embrace?
- Please tell us more about the project that you are conducting. How is it aligned with Embrace?
- With which regenerative pillars is it aligned?
- Do you have any questions about Embrace?
- Who is the contact person for the project?
- Are there any other projects that can be relevant for Embrace now or in the future?

The criteria for people to join are connected to the project level and personal level. The criteria for projects are mentioned above in detail. The criteria for the person to join is above mentioned in a summarized way by the question: Is the person open-minded and collaborative? This includes the following criteria:

- Shared values on regeneration, nature, people, transformational mindset
- Open-minded
- Solution-oriented
- Positive and constructive (this does not mean to not criticize or mention negative facts - it means to do that in a constructive and transformational way)
- Feel connected to the vision, mission, manifesto
- Collaborative

The program manager and Regenerative Pillar Ambassador decide if the project and the person is aligned with the regenerative criteria and add them to the [Embrace Action Plan](#).

The follow-up with the Regenerative hero includes:

- Finalize the project sheet: This will be filled in by the regenerative hero and have a quality control by the program manager and regenerative pillar ambassador
- Exchange of logos
- The regenerative hero sends photos of the regenerative hero, regenerative project, key links to mention in communication channels. All this data will be filed in a folder dedicated to the regenerative hero and project.
- Another call for onboarding to elaborate on the KPIs and goals (see step 3)

3. Develop action

The regenerative project is conducted by the Regenerative Hero. The Ambassador for the respective pillar is a point of contact and supports the project with guidance, and connection to the Embrace community and relevant sister projects or partners. The Regenerative Ambassador collects information such as Goals, Measurement, KPIs, etc from the Regenerative Hero and inserts it in the [Embrace Action Plan](#). Once the Regenerative Hero joins the team and the project starts, it will be communicated via the communication channels with a photo, as well as a short introduction of the person and project. Throughout the project, Regenerative Heroes share information (description, photos, etc.) about the project with the ambassador. This is collected in a database and used for communication around the project.

4. Experiment & Measure

We look at projects with an attitude of experimentation. Regenerative projects are innovative and pioneering since they either introduce new approaches or integrate existing approaches in new settings. In either case, we walk new pathways and test new concepts. Trial and error are an important process as it leads to learning, innovation, and the development of regenerative actions. By that, it is possible to see what works and resonates in the ecosystem and still needs to be further adapted.

Measurement and evaluation of the results in a quantitative and qualitative way are essential. This data needs to be collected and recorded to enable the learning and sharing of the information. Examples of measurement are surveys, interviews, and quantitative indicators. It can be useful to collect data before/after the project to show the impact and will be inserted in the [Embrace Action Plan](#) and other relevant databases.

5. Reflect

We continuously shape projects and processes by analyzing the results and innovation. We ask ourselves:

- Were the desired benefits and impacts achieved? If yes, which ones?

- What were the unintended consequences?
- How might we map and measure the change?
- What can we learn?
- How can we improve?

6. Share

We communicate around projects regularly via the communication channels of W&CI Tourism to inspire and enable the community and visitors to learn about them. We add communication and story-telling to the [Community Engagement Plan](#) and/or other communication planning tools. Additionally, we share in-depth information about the project with the Regeneration Activation team and the community via presentations, descriptions, workshops, and other formats. This enables co-learning and continued co-creation of regenerative projects.