

The Market Infrastructure Canvas

Help design and strengthen the market infrastructure that rewards regeneration — the context within which enterprise, ownership, and capital operate.

ENTERPRISE / SECTOR

DATE

FACILITATOR

1 Map Your Market PositionSTEP 1

Which exchanges, platforms, and networks connect you to customers and suppliers? Who controls them, and what are their incentives? What gets measured and rewarded — and where do externalities hide, transparent versus opaque?

2 Make True Costs VisibleSTEPS 2–3

Internalize your externalities: calculate full lifecycle impacts, price in what's currently externalized. Then demand transparency — publish supplier lists, verify labor conditions, trace materials to source, share failures honestly.

3 Signal & Source by ValuesSTEPS 4–5

Pursue certification that matters (B Corp, Fairtrade, Regenerative Organic) — or organize peers to build better ones. Source from and sell through cooperative, mission-aligned platforms; support democratic governance of exchange infrastructure.

4 Use Your Procurement PowerSTEP 6

If you're a buyer: weight impact alongside price, prefer certified regenerative suppliers, pool demand with aligned buyers to support small producers, and publish procurement criteria to shift supplier behavior.

5 Advocate & Build AlternativesSTEPS 7–8, 10

Push for carbon pricing, polluter-pays, extended producer responsibility, transparency rules, antitrust, and enabling law for co-ops and benefit corps. Start or join local currencies, mutual credit, platform co-ops. Connect isolated efforts into networks.

6 One Market Move — Next 12 MonthsSTEP 9 + COMMIT

Measure and share impact (B Impact Assessment, IRIS+, SDG alignment) to make regeneration visible. Then name one change you will drive to market rules, platforms, or standards. One commitment. One owner. One date.

Easiest path?

The Infrastructure Test — If every enterprise in your sector operated like yours, would the market infrastructure support or resist it? What one change to market rules, platforms, or standards would make regenerative behavior the easiest path rather than the hardest?