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**A Global Movement Gets Its Field Manual:
Fifteen Years After Coining “Impact Entrepreneur,”
Laurie Lane-Zucker Returns with the Definitive Map of
the Regenerative Economy**

The Impact Entrepreneur Breakthrough — publishing September 1, 2026 from Berrett-Koehler Publishers — captures a \$1.6 trillion movement that has matured from aspiration into the operational alternative to extraction

SHEFFIELD, MASSACHUSETTS — Something has happened in the global economy that most of the press has not yet learned how to cover. While the headlines have followed market cycles and political crises, a parallel economy has been quietly assembling itself, enterprise by enterprise, fund by fund, decision by decision. It manages \$1.6 trillion in impact assets, growing at 21 percent annually — four times faster than conventional asset management. It includes more than 10,000 Certified B Corporations across 102 countries, employing more than one million people. It spans every continent, every industry, and — increasingly — the largest enterprises on earth: Danone became the largest B Corp in history in November 2025, certifying more than 200 legal entities across 60 countries.

This is the regenerative economy. It is no longer a forecast. It is a fact.

\$1.6 TRILLION <i>in impact assets under management worldwide, growing 21% annually</i>	10,000+ <i>Certified B Corporations across 102 countries, employing more than 1 million people</i>	200+ COUNTRIES <i>where impact entrepreneurs are now active — from local enterprises to multinational systems</i>
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On September 1, 2026, Berrett-Koehler Publishers will release the first comprehensive field manual for the people building it. ***The Impact Entrepreneur Breakthrough: A Field Manual for the Regenerative Economy*** by **Laurie Lane-Zucker** — the writer and entrepreneur who coined the term *impact entrepreneur* in 2011 and who now leads a global network of more than 70,000 practitioners across 200+ countries — maps the architecture of an economy that builds value through regeneration rather than extraction. The book arrives at a moment its author calls “the inflection,” when the movement has reached the scale and maturity at which a definitive field manual becomes both possible and necessary.

We are not waiting for the new economy to arrive. It has been arriving for fifteen years. The work now is to recognize what we have built, to claim it, and to build it deliberately rather than accidentally.

— Laurie Lane-Zucker, *The Impact Entrepreneur Breakthrough*

A movement crosses its threshold

In any movement's life, there is a moment when the language of “emerging” no longer fits. The infrastructure stops being prototype. The numbers stop being aspirational. The question stops being whether the alternative is possible and becomes how fast it can scale. Lane-Zucker's argument is that the regenerative economy crossed that threshold somewhere in the last twenty-four months — and that the news has not caught up to the scale.

- **Capital.** Impact assets under management have reached \$1.6 trillion globally, up from \$1.16 trillion in 2022 — a 21 percent compound annual growth rate maintained for six consecutive years, even as conventional global AUM grew only 5 percent annually. According to the Global Impact Investing Network's 2024 State of the Market report, 90 percent of impact investors met or exceeded their financial expectations, and 88 percent met or exceeded their impact goals.
- **Enterprise.** More than 10,000 Certified B Corporations now operate across 102 countries and 160 industries. In July 2025, B Lab announced the movement had passed one million employees worldwide. In November 2025, Danone — a \$30 billion food multinational with 90,000 employees — completed its global B Corp certification, the largest enterprise ever to do so. “Generation B,” as B Lab now calls the cohort, is no longer the alternative; it is increasingly the standard.
- **Capital allocation by foundations.** Ford Foundation has committed \$1 billion of its endowment to mission-related investments. MacArthur has allocated more than \$500 million. Foundations from Kellogg to Surdna to Heron have followed. The largest philanthropic institutions on earth now treat the regenerative economy as a primary vehicle for their mission, not a niche allocation.
- **Geography.** The movement is no longer concentrated in North America and Europe. Impact investing in East Asia has grown 27 percent annually since 2019; Southern Asia, 24 percent. Sistema B has built parallel infrastructure across Latin America. The Impact Entrepreneur network itself spans more than 200 countries. The regenerative economy is, by every meaningful measure, the most globally distributed economic movement of the twenty-first century.

“What is missing from this picture is not evidence,” Lane-Zucker writes. “What is missing is integration. The pieces exist; what was not yet written was the manual that shows how they fit together — enterprise design, ownership, capital, markets, security, narrative, identity, and the cultural infrastructure that holds them. That is what this book is.”

Why this book, why now

The Impact Entrepreneur Breakthrough is, by deliberate design, not an introduction. It is written for a movement that no longer needs to be told it exists, and for a generation of practitioners and capital allocators who need something more than awareness: an architecture. The book is organized in five parts — Foundations, Possibility, Protection, Integration, and Reclamation — that together map a complete civilizational alternative to extraction.

Lane-Zucker introduces three new operational frameworks that translate the movement's principles into something actionable: Defense as a Service™, an architecture for security through prevention rather than militarization; the Prevention Dividend™, the measurable return on investment in resilience rather than reaction; and the Five Pillars of Real Security — Ecological Stability, Public Health Capacity, Economic Equity, Democratic Infrastructure, and Community Cohesion — a framework redefining what security actually consists of in a polycrisis era. He also offers operational tools for ownership justice,

capital alignment, market transformation, and the cultural and narrative infrastructure that makes regenerative practice durable rather than fashionable.

The extractive economy is not the only economy. It has never been the only economy. What has changed is that the alternative is now operational at scale — and that those building it can see each other.

— from the Introduction, *The Impact Entrepreneur Breakthrough*

The author who named the movement

Few figures in the regenerative economy have shaped its language as directly as Laurie Lane-Zucker. He coined the term “impact entrepreneur” in 2011 and, in the mid-1990s, working with the educator John Elder at Middlebury College, gave the name “place-based education” to a pedagogy he had spent years building as founding director of The Orion Society (1992–2004), where he worked closely with Wendell Berry, Terry Tempest Williams, Barry Lopez, and David James Duncan on a body of work that helped define the modern environmental literary tradition. He went on to found one of the earliest Certified B Corporations and the Triad Institute, and is the founder and CEO of Impact Entrepreneur, PBC, a global multimedia publishing platform serving more than 70,000 members across 200+ countries. Full author biographies are available in the online media kit.

The most comprehensive and compelling vision I've ever seen for how business can regenerate — not just repair. I thought I understood the landscape, but Lane-Zucker reveals possibilities I hadn't even imagined.

— Jeffrey Hollender, Co-founder, Seventh Generation; Adjunct Professor, NYU Stern School of Business

Additional endorsers include Tom Chappell (co-founder, Tom's of Maine), Jason Jay (Director, Sustainability Initiative, MIT Sloan), Sarah Holloway (Columbia SIPA), Judy Wicks (founder, White Dog Cafe and BALLE), Latha Poonamallee (Parsons School of Design, The New School), Marc J. Lane (author, *The Mission-Driven Venture*), and Elizabeth Boggs Davidsen (CEO, GSG Impact).

About the book

Title: *The Impact Entrepreneur Breakthrough: A Field Manual for the Regenerative Economy*

Author: Laurie Lane-Zucker

Publisher: Berrett-Koehler Publishers

Distribution: Penguin Random House Publisher Services (worldwide)

Audiobook: RB Media / Ascent Audio · narrated by David Colacci

On-sale date: September 1, 2026

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Illustrations: 36 original watercolor illustrations

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Book page: impactentrepreneur.com/breakthrough

Author availability

Laurie Lane-Zucker is available for interviews, podcast appearances, panel discussions, keynote speaking, and feature contributions in print, broadcast, and digital media. He speaks fluently across the impact-economy beat, business and finance, climate, public policy, education, and cultural criticism. Launch events are in development for publication season; details and press credentials will be circulated separately. A complete media kit — author photographs, cover art, framework graphics, book descriptions, bios, and sample interview questions — is available at impactentrepreneur.com/breakthrough/media.

Suggested story angles

- **The inflection moment:** with B Corps passing one million employees, impact AUM at \$1.6 trillion, and Danone becoming the largest B Corp in history, has the regenerative economy quietly become the operational alternative to extraction — and is the press still treating it as a niche?
- **Generation B and the changing of the guard:** how a generation of founders, capital allocators, and business school students is rewriting the assumptions of business — and what the institutions inheriting them will need to become.
- **Naming a movement:** a profile-format conversation with the writer who has built and named two movements into existence (impact entrepreneur, place-based education) and his argument that naming is itself the first leverage point in any systemic change.
- **From founder to field-builder:** the fifteen-year arc from coining the term to writing its field manual — what has the impact entrepreneur movement become, what has it failed to become, and what is the next phase?
- **The cultural argument:** why technical solutions in capital and enterprise design will fail without the stories, identities, and frameworks that make them durable — and what the regenerative economy's cultural infrastructure is starting to look like.

About Impact Entrepreneur, PBC

Impact Entrepreneur, PBC is a global multimedia publishing platform and network serving more than 70,000 members across 200+ countries in the impact economy. Founded by Laurie Lane-Zucker in 2011, IE produces Impact Entrepreneur Magazine, the Luminarias webinar series, field-building conferences, and video content. impactentrepreneur.com

About Berrett-Koehler Publishers

Berrett-Koehler Publishers is an independent publisher dedicated to an ambitious mission: Connecting people and ideas to create a world that works for all. A Certified B Corporation distributed worldwide by Penguin Random House Publisher Services, Berrett-Koehler publishes books that change lives, organizations, and society. bkconnection.com

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