

Watch the following TED talk:

https://www.ted.com/talks/esha_chhabra_how_business_can_improve_the_world_not_just_the_bottom_line/transcript

After watching it:

- Summarize the main ideas.
- Give an overview of the structure.
- Highlight the key words.

Answer the following questions:

- How is the concept “regenerative” described?
- How are the supply chain, the service industry and other sectors related to the environment, according to the speaker?
- How do companies react to the term “sustainability”?
- Which examples are provided?
- Which is the conclusion?

Comment on the following excerpts:

Now here again, Veja had an opportunity.

They could have hired any fulfillment company to do their fulfillment.

Instead, they decided to partner with a nonprofit.

This nonprofit hires individuals that come from marginalized neighborhoods and are considered unemployable, and gives them a chance at a career.

Looking beyond fashion,
what does regenerative business look like?
Well, some of them use employee ownership and profit-sharing.

Regenerative companies think about waste differently.
They see it as an opportunity rather than a burden.