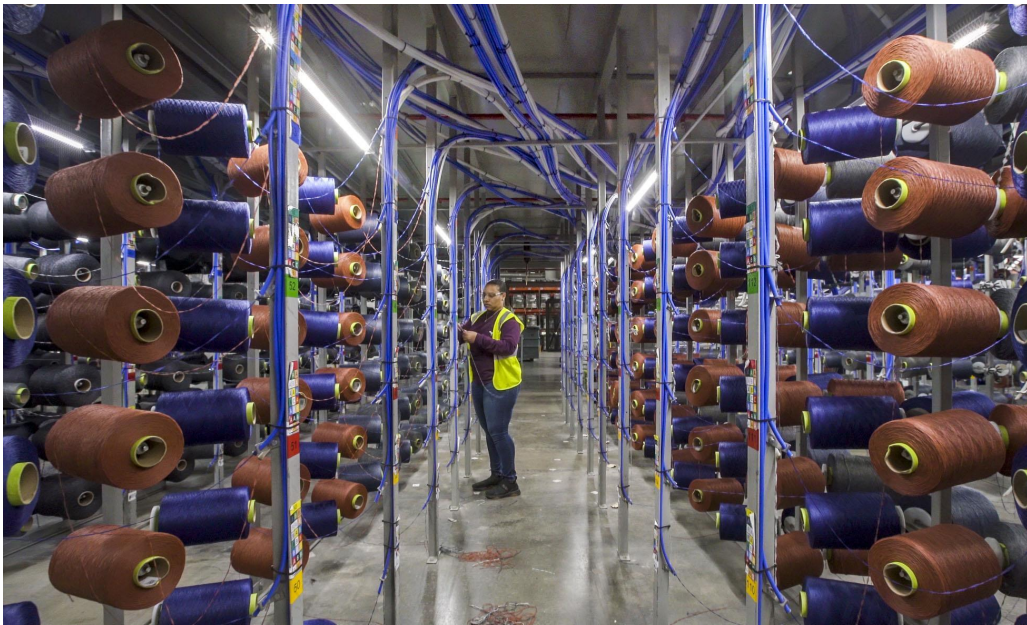


HAVEY PRO CINEMA

BEYOND ZERO



"Superb!"
PAUL HAWKIN
Author, Entrepreneur,
Environmentalist

"Delivers a message that needs to be told."
PAUL POLMAN
Former CEO • Unilever

"Wowza!"
SETH GODIN
Author &
Entrepreneur

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FOR IMMEDIATE RELEASE MAY 11 2023

**Documentary Redefining Capitalism
Beyond Zero, to be Screened During the 2023 Cannes Film Festival.**

CANNES - *Beyond Zero* will screen at the American Pavilion during the Cannes Film Festival on the afternoon of May 17. In a panel after the film, Director Nathan Havey and Editor Nathan Church will discuss how, through storytelling, they are redefining capitalism and helping business leaders around the world put sustainability at the center of their organizations.

Beyond Zero doesn't fit in the usual documentary marketplace. Capitalism is often perceived as the problem - accelerating climate change, income inequalities, injustices and more. And, that's true. But documentaries tend to focus on the problems and not the solutions. What if capitalism reimaged could also be the solution? If we were to align profit with people and the planet, could we unleash a force to positive change at scale?

To answer these questions, the feature documentary follows a \$1 billion, global carpet company called Interface as it begins to recognize the environmental harm it causes, and the journey that transformed it into one of the most sustainable companies on Earth. *Beyond Zero* has now obtained a series of accolades including The Audience Choice Award at the Denver Film Festival as well as Best Documentary and Best Story at the Boston Film Festival. But, the biggest ripple effects can be seen in the private sector and academia: Major North American companies like KKR, UPS, PWC, and Meta and their peers in Europe, Asia, and Australia have used screenings of the film to show their global teams a better way to think about sustainability, and business faculty at Harvard, Yale, The Tecnologico De Monterrey (MX), Nyenrode University (NL) ESCP (EU) and many more around the world have obtained special permission to incorporate the film into their curriculums. Word quickly spread, and soon hundreds of requests began pouring in from educators all over the world.

"I saw an opportunity to use the power of storytelling to advance the sustainability mission captured in *Beyond Zero*: staving off ecological collapse by inspiring businesses at scale to focus not only on reducing their negative impacts, but to aspire "beyond zero" and maximize the positive impacts they can be making at the same time" said Nathan Havey, the first-time director of *Beyond Zero*, "As one of the characters in the film says 'Humans messed up the environment on accident, imagine what happens when we fix the environment with intent.'"

In addition to changing business education, Havey also sees an urgent need to help companies accelerate their sustainability journeys so he co-founded a new training company called [Stakeholder Business](#) to help corporate leaders learn the critical lessons in *Beyond Zero* and bring them into their own companies. These efforts have also attracted three new

film projects on other critical aspects of redefining capitalism to Havey and his team, the next of which is due to be completed later this year.

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ABOUT NATHAN HAVEY - Nathan is the Writer/Director of Beyond Zero, a HaveyPro Cinema Production. HaveyPro Cinema is based in Denver Colorado and was founded by Jim Havey, Nathan's dad, and is now led by CEO Nathan Church. For more than 40 years, HaveyPro has been making films to inform and inspire.

ABOUT STAKEHOLDER BUSINESS - Stakeholder Business was founded by Nathan Havey, Kent Gregoire, and Meghan French Dunbar who each bring more than a decade of experience working with business leaders who are redefining capitalism. Through storytelling and training, the company exists to accelerate the evolution of capitalism into a force that builds a world that works for everyone.

SYNOPSIS

Ray Anderson had spent 20 years building Interface, the largest carpet tile company in the world, when he was blindsided with a new kind of problem in 1994. That year he lost a large order when an environmental consultant objected to buying carpet tiles from Interface. To make sure this never happened again, Ray convened an environmental task force and now, he was scheduled to share his environmental vision in a kick-off speech. But he had not a clue what to say.

Serendipitously, a copy of Paul Hawken's new book, "The Ecology of Commerce", arrived on Ray's desk. Desperate for inspiration, Ray tore into the book hoping to find a vision beyond mere legal compliance. What he found hit him like a spear in the chest. It changed his life forever, and set his company on a mission with the potential to change the world.

Two weeks later, Ray gives the speech of his life to his new environmental task force. He tells his team that rather than contributing to the planet's demise, Interface was going to become a sustainable enterprise. It was met with stunned silence. Many of his employees thought he was crazy. Wall Street wondered if he was terminally ill and trying to get right with God. As the company's share price fell, the leaders of Interface's worldwide factories questioned the wisdom of trying to lead on environmental issues. After all, they knew how carpet tiles were made.

Yet Ray persists, convening an "environmental dream team", including renowned writer Paul Hawken, to help advise him. But after learning their first task is an environmental presentation for a global sales meeting at the Grand Wailea Hotel in Maui, the dream team revolts; refusing to take part in such an obviously unsustainable gathering. It seems the group may disband before the end of its first meeting, until the world-renowned architect Bill McDonough suggests engaging the 1000+ Interface employees to help one of the world's most resource intensive hotels to dramatically reduce its environmental impact. The Maui meeting creates a massive learning laboratory, and after its successful conclusion in April of 1997, attendees return to their offices energized and committed to the new sustainability mission.

Progress is modest at first, but as Interface learns to look to nature for inspiration and design ideas, they produce breakthrough after breakthrough and lead their industry in innovation. Strong financial performance follows with companies like Wal-Mart, Boeing and Nike looking to Interface for inspiration and direction. By 2010, the company is well on its way to the "Mission Zero" 2020 goal of causing no negative environmental impact, when Ray Anderson announces that he has cancer. He dies in August of 2011, leaving a company in mourning with much work still to be done. Performance sags and progress on the environmental mission slows to a crawl.

Soon, Jay Gould, an outsider, is announced as the new CEO of Interface. A purpose-driven CEO, and closet climate change skeptic, Jay is hell-bent on turning the company around financially. To his credit, he makes critical investments to reach the 2020 goal, but simultaneously many in the company are looking to shift the mission from "no negative impact" to actually find a way to make a *positive* impact, specifically around climate change.

The conflict comes to a head at Serenbe, an idyllic sustainable conference center inspired by Ray Anderson. A two day meeting convenes including, for the first time since Ray's death, both Jay Gould and the environmental dream team. Tensions are high and several parties threaten not to show up at all. On the first day, the dream team mounts a vigorous review of current climate change science and impending ecosystem collapse, highlighting chief offenders and the most promising strategies to avoid catastrophe, all in hopes of swaying Jay Gould. As the group adjourns for the day, the environmental experts believed, in the words of Paul Hawken, "We were screwed."

The next morning Jay Gould arrives in the meeting room with a shocking new perspective, and announces that Interface will tackle climate change. The meeting concludes as a new strategy emerges; bringing Interface "beyond zero" to create a positive environmental impact.

In 2019, the company officially announces the completion of Mission Zero and introduces the next mission, called Climate Take Back; an aggressive new strategy to sequester carbon in their products and make their factories perform the same functions as forests, sustaining and replenishing the ecosystem.

DIRECTOR'S STATEMENT

Though there are many conscious and environmentally sustainable companies, most were born that way. It is rare indeed to find a story of corporate purpose transformation at a global scale, let alone in a public company. This purposeful transformation is exactly what the world needs at this moment. The time is right to go **Beyond Zero**.

Visionary leaders like Richard Branson, founder of Virgin Group, Paul Polman, former CEO of Unilever, and dozens of others have already been inspired by this story. Yet even within the "business-as-a-force-for-good" movement, most people have never heard it. I made **Beyond Zero** to help this powerful story go mainstream; to unleash the power of its example and help company leaders worldwide achieve sustainability, and then go beyond it.

Ray Anderson's unique approach to this problem is counterintuitive in corporate communications circles. While Ray gave credit and applauded progress internally; externally, he focused on how much further the company had to go before he would cease being a "plunderer of the Earth", stealing the future from his grandchildren. When Ray died in 2011, Interface was easily the most sustainable manufacturing company in the world, but that is the kind of thing Ray would never say. This perhaps explains why the Interface story is not better known amongst the greater public.

In a time of upheaval when many of the rules of capitalism, indeed the purpose of private enterprise itself, are shifting from a focus on maximizing value for shareholders to maximizing value for *all* of a company's stakeholders, including *tomorrow's child*, we need a different model for corporate leadership. Current and aspiring business leaders could do a lot worse than emulating the style and the ethics of Ray Anderson as they strive to rise to the challenge of these turbulent times.

PRODUCTION NOTES

This film is the product of a series of serendipities. Nathan Havey first encountered the Interface story in Ray Anderson's book *Confessions of a Radical Industrialist* in 2010. That's why, when staging a storytelling event about business purpose in Atlanta, his goal was to find a story from Interface. The storyteller that came forward was Erin Meezan, Chief Sustainability Officer.

On his first call with Erin, Nathan was so nervous to meet Ray's lead sustainability person that his hands were sweaty, his heart pounding, and mouth dry. He felt like he was talking to Oprah. Erin graciously accepted the invitation to tell her story and subsequently Nathan learned much about what had happened at Interface since the publication of Ray's last book. Soon after, Erin took the stage alongside five other storytellers, including Elaine Dinos who would later become a Beyond Zero investor, and video from that night is featured in the film.

Another storytelling event in Atlanta, co-hosted by the local chapter of Conscious Capitalism, introduced Nathan to Jim Hartzfeld, the person who asked Ray to give the speech that set the whole journey in motion. Between Jim and Erin's reflections, Nathan saw a clear story-arc that could make a great movie. Once he saw it, he couldn't let it go. During years of corporate training, Nathan was shocked at how few people had heard of Interface. He wanted to change that, but he'd never made a movie before.

That led to a conversation with HaveyPro Cinema, a documentary production company founded by Nathan's father. The "yes" came easily enough. If Nathan could tee-up the project, then HaveyPro Cinema would do their thing. Erin Meezan arranged a meeting with Interface CEO Jay Gould, where the project received his blessing and access to the full corporate video archive. Jim Hartzfeld introduced Nathan to John Lanier, one of Ray's grandsons and the Executive Director of the Ray C. Anderson Foundation, and John gave the family's blessing. All green lights so far.

The first half of 2018 was spent developing the story outline and strategy for the film. Nathan went to Alexander McCobin, the CEO of Conscious Capitalism to see if they would agree to be the fiscal sponsor for the project. That deal was signed in person at the HaveyPro Cinema studio on August 2, 2018.



From left: Jim Havey, Alexander McCobin, Nathan Havey, Nathan Church

Now the moment of truth: would anyone take a chance on the project with seed capital? Nathan reached out to the Co-CEO's of BIGGBY COFFEE, a Michigan-based coffee franchise that he had consulted with for several years. They politely listened to Nathan's pitch and agreed to get him an answer in a few days. The answer came back as "yes" and the project was now officially a go.

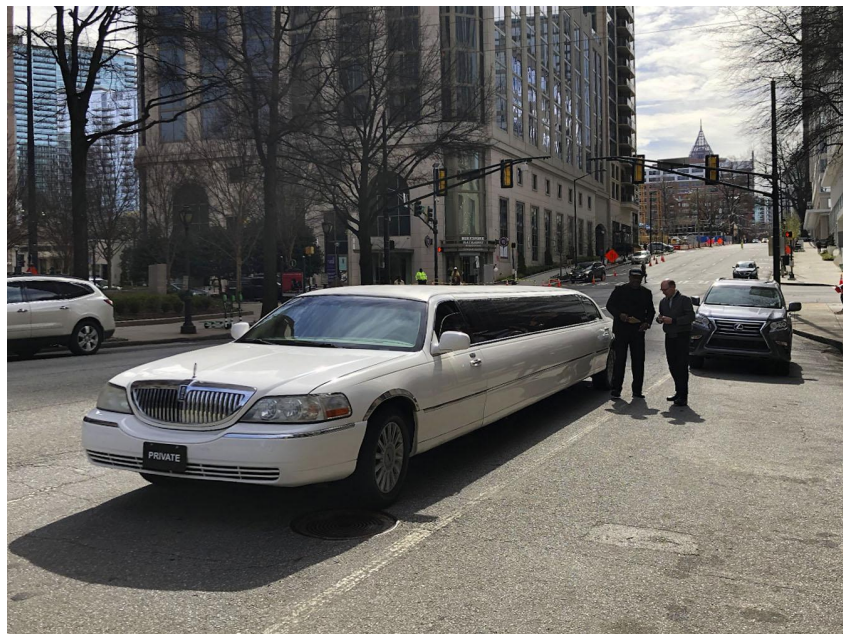
The first round of interviews were filmed at the Ray C. Anderson Foundation offices on February 13 and 14, 2019. John Lanier's office at the foundation is filled by Ray's original office furniture and when Paul Hawen's book lands on Ray's desk in film, it is literally landing on Ray's old desk, just as it did in August of 1994. The hands flipping through *The Ecology of Commerce* are his grandson's. John Lanier's other cameo in the film is as a 7 year old child in Ray's home movies.



John Lanier at Ray Anderson's (now his) desk with Nathan Church filming and Jim Havey

Most of the interviewees were just down the street at Interface HQ but one key subject, Mr. Graham Scott, was in LaGrange and had recently had a procedure that made driving impossible. When the crew requested a Lyft about 90 minutes prior to Mr. Scott's interview time they were dismayed to find that there were no Lyft drivers in the LaGrange area. No Uber either. With time ticking away, they found an executive car service willing to take the job.

Mr. Scott arrived on time and when asked if the ride was alright, he dryly joked that "he'd had room to stretch out", but did express some concern for the environmental impact of the trip. After the interview, the crew walked Mr. Scott to the curb and discovered the car they had hired to shuttle a man who dedicated his career to reducing environmental harm. Imagine a prom night super stretch white limousine that would seat a couple dozen dressed-up teenagers. As he exited the building traffic on the surrounding sidewalks halted as people tried to figure out who the VIP was. Anthony Hopkins was the most popular guess.



Graham Scott's stretch limo

Graham Scott's enthusiasm for the project also led to an article in Conscious Company Magazine shortly thereafter.

<https://consciouscompanymedia.com/sustainable-business/measuring-impact/how-to-start-a-corporate-revolution/>

The magazine also published an article by Nathan Havey in August of 2019, marking the 25th anniversary of the fateful meeting where Ray gave his kick-off speech, and the team released a preview scene from the film depicting the same event.

<https://consciouscompanymedia.com/sustainable-business/the-business-revolution-the-world-needs-has-already-begun/>

In October, Nathan approached the conference organizer of Conscious Capitalism's CEO Summit with a bold ask that she add the preview scene to the official program at the last minute. She gave him 1 minute to introduce the clip and then played it on the mainstage that very afternoon. When the clip ended a CEO within earshot of Nathan asked his colleague, "What are we doing that is as big as that?"

Also in the room was Diana Propper De Callejon, who, inspired by the clip, would join the team to help with fundraising and distribution strategy as executive producer on the film. At dinner that night, a CEO named Bill Hayward asked Nathan for a quick conversation. Bill told Nathan the story of how, after meeting Ray Anderson, he had committed his company, Hayward Lumber, to being one of the first lumber companies in the U.S. to use Forest Stewardship Council Certified Lumber exclusively, a sustainability trend that they would help to spread throughout their industry, just as Interface had. Later that day, he committed to becoming a major funder of the film.

The endgame was now in sight. The next round of interviews and B-roll filming were slated for November 2019 and if everything went to plan, principal shooting would be wrapped on the project. Meanwhile, Nathan had to dig through hundreds of hours of archival footage to find the gems that would illustrate the story. It all went to plan - almost. A last minute scheduling change meant one more trip to interview Paul Hawken near his home in Mill Valley, CA in December.

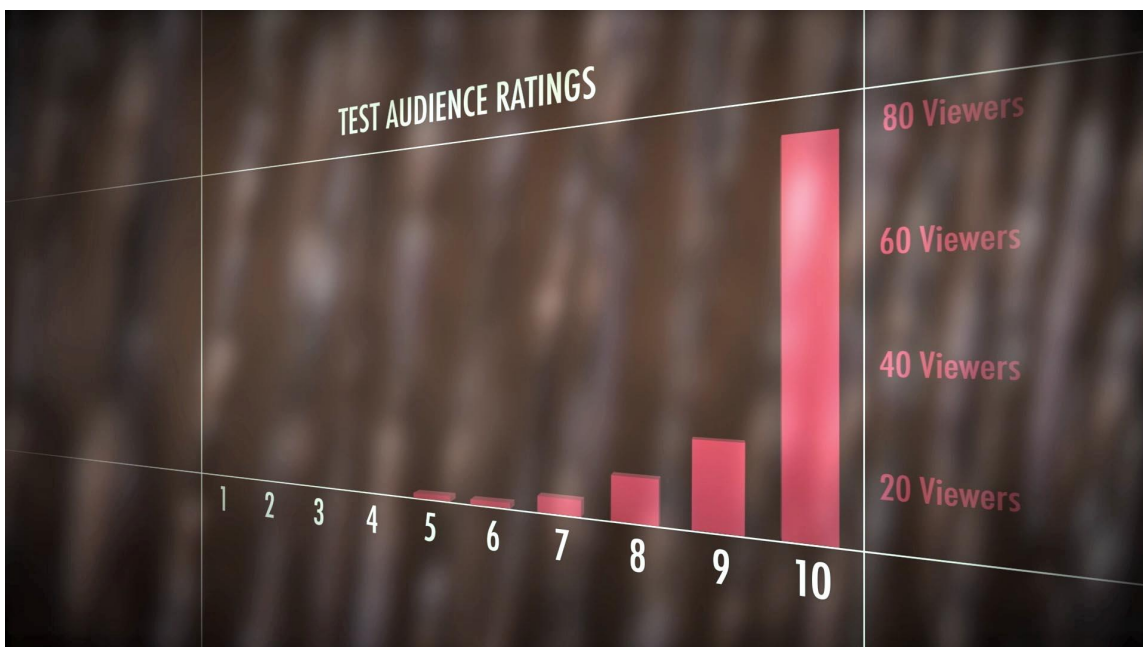
Over a fantastic chocolate porter the night before the interview Nathan Havey and cinematographer Nathan Church (the Nathans) settled on a title that had been percolating for months, **Beyond Zero**. It rained the next day as they sat with Paul Hawken to record an incredible interview that would become a critical throughline for the film. Stopping at an In-N-Out Burger near the Oakland Airport, the Nathans celebrated the end of principal photography before turning to the bruising post-production schedule they had set.



Nathan Havey interviewing Paul Hawken in Mill Valley, CA

Nathan Havey would have until the end of the year to produce the script. Nathan Church would then have 9 weeks to assemble the film before test screenings began in mid-March. Then the team would need to make any edits and lock the film for festival submission on May 19th, the day between the two Nathans' birthdays.

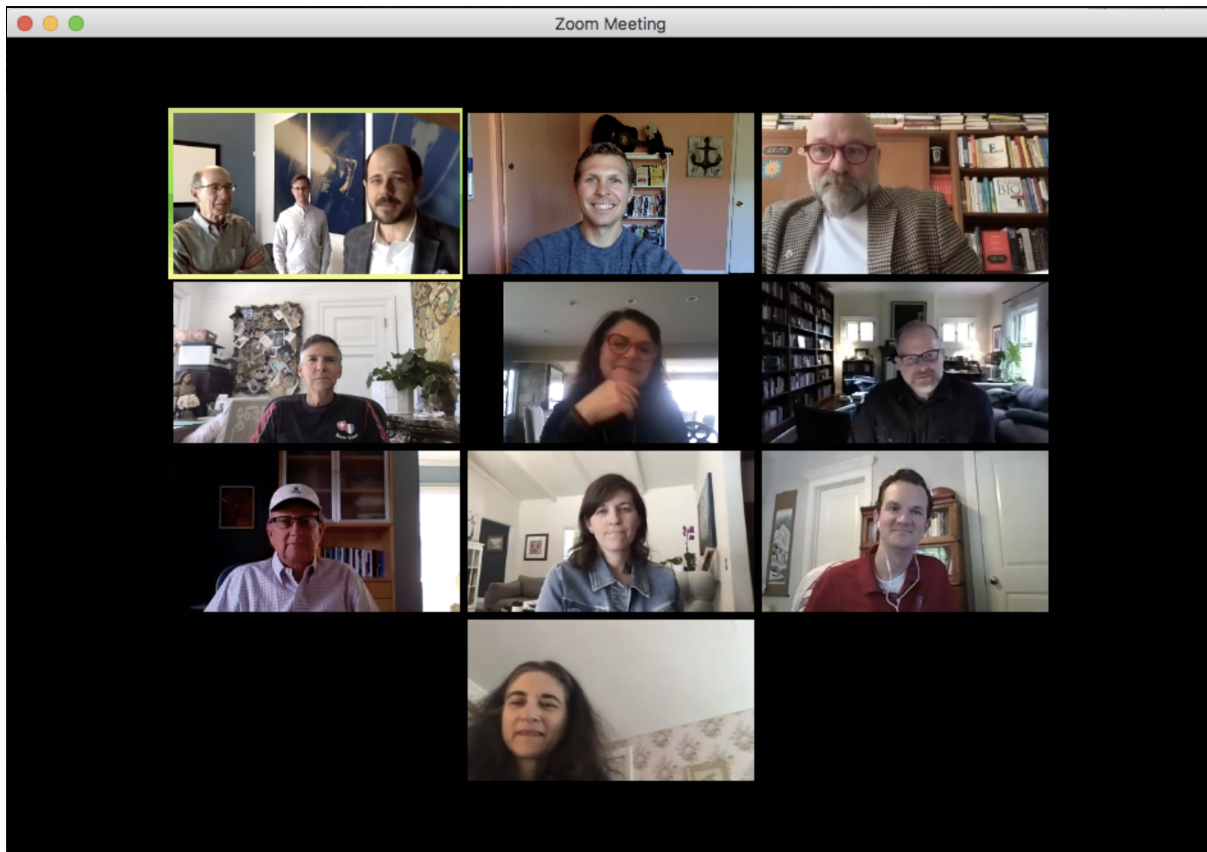
The sprint worked, and by late February the team had confirmed three test screenings in Denver in late March, before Nathan Havey would take the film on the road for test screenings in NYC, Atlanta, and Ann Arbor in April. Only the first one in Denver actually happened before COVID-19 necessitated that the others became digital "screenings" and Zoom talkbacks. It's tough to gauge feedback on a film when you are not even in the room as people watch it, so the team asked test audiences to complete an online survey with their reactions, questions, and ideas for improvement. By the end of April, 135 people had completed the survey, with largely positive reviews, and their feedback refined the film into its festival submission version.



Test audience responses to: How likely are you to recommend this film to a friend?

Several business school deans in the test group all but demanded to include the film in their curriculums. CEO's requested additional private screenings for their friends and family, and teenagers said that it gave them hope for the future in a way that no environmental film ever has.

On May 19th, Beyond Zero was submitted to 10 film festivals around the world and the occasion was marked with a toast via Zoom for all the funders and partners.



From top left: Jim Havey, Nathan Church, Nathan Havey, Alexander McCobin, Mike McFall, 2nd Row: Bill Hayward, Michelle Fish, Ben Lumpkin 3rd Row: Jim Hartzfeld, Eliane Dinos, John Lanier, Bottom: Diana Propper.

At the time of writing, the fall festival circuit for 2020 is in doubt due to COVID-19, but the team is currently cooking up an ambitious plan for distribution in these novel times. More as it develops...

ACCOLADES

"Beyond Zero tells a powerful and hugely hopeful story about what it means to build a business around restoring the earth and just why we must reimagine capitalism to heal the world – and ourselves. Don't just see this movie, bring its lessons into your company, and fast. "

Rebecca Henderson - Professor, Harvard Business School & Author of Reimagining Capitalism in a World on Fire

"Beyond Zero is a fascinating story, not only about inspirational and visionary founder Ray Anderson, but the struggles and determination of a company trying to become a positive force in the world. The film delivers a message that needs to be told: In the end it indeed boils down to people, and business can be more successful and resilient, simply by doing the right thing."

Paul Polman - Former CEO, Unilever & Board Member, United Nations Global Compact

"Ray Anderson transformed his company, but more so, he transformed the hearts and minds of tens of thousands of people. He helped all of them, and me, understand the profit and potential in truly embracing sustainability — not as an add-on, but as a way of doing business. This is a must-see film for any business leader who wants her company to survive and thrive in the challenging years ahead."

Joel Makower - Chairman & Executive Editor, GreenBiz Group Inc.

"Superb!"

Paul Hawken - Environmentalist, Entrepreneur, & Author

"An inspiring and practical wake-up call to what's possible... Required viewing for every CEO, Entrepreneur and MBA student in America."

Haley Rushing - The Purpose Institute

"The most important business story of the past hundred years"

Garrett Boone - Co-Founder, The Container Store

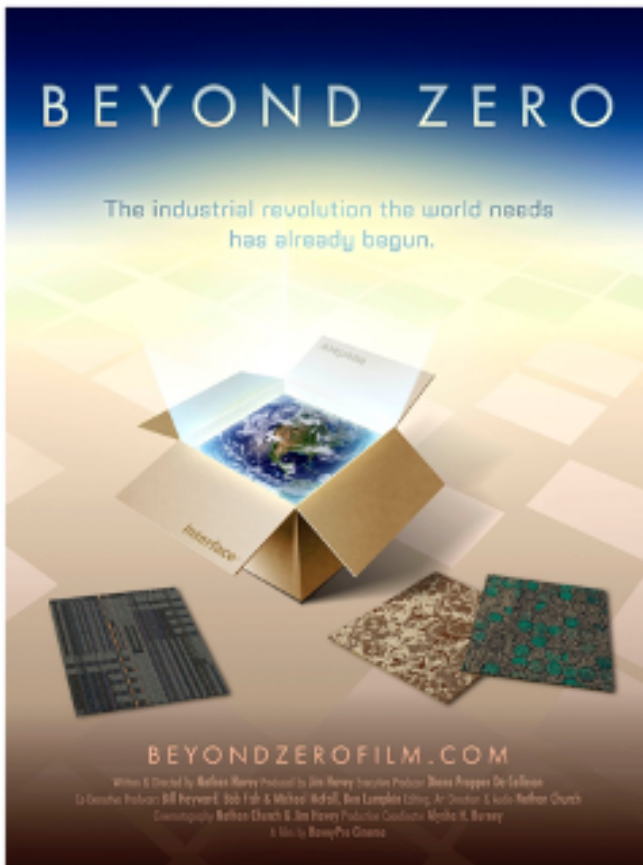
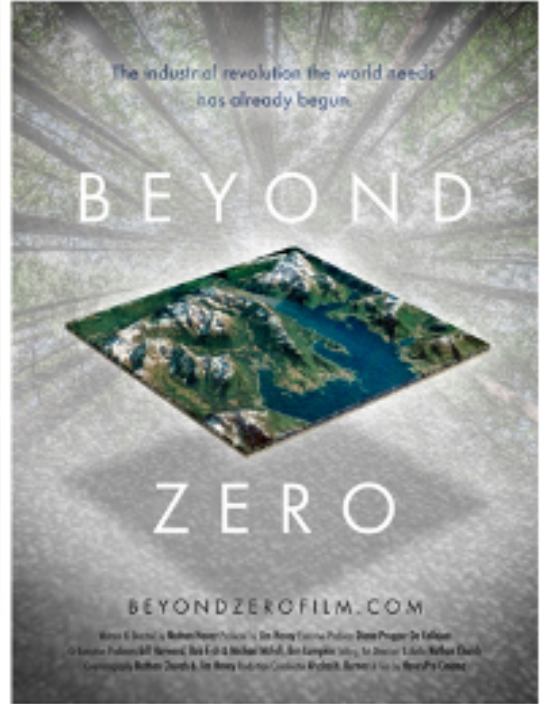
"This is the medicine today's world needs to heal. Insanely compelling and deeply profound"

Neha Sangwan, M.D.

PUBLICITY STILLS, PRODUCTION PHOTOS & POSTERS

High resolution available online at

<https://www.dropbox.com/sh/iw4m7zfuxsyu4r3/AABM-XbuzLHigpfOhSAmekX1a?dl=0>



CREW

Nathan Havey, Writer/Director

When first-time filmmaker Nathan Havey encountered Ray Anderson's story in 2010, he began using it to teach business leaders to thrive by setting their sights beyond profit to solve humanity's most pressing problems. Now an emerging leader in the global movement to evolve capitalism, Nathan is eager to bring "the most important business story of the last 100 years" to the screen.

Jim Havey, Producer/Cinematography

Jim Havey grew up on Chicago's "South Side," eventually surviving 16 years of Catholic education with a degree in Political Science and Sociology from St. Ambrose College in Davenport, IA. Continuing west to Denver, Jim worked with troubled youth for seven years while developing a passion for photography and multi-image production into a new career with Havey Productions starting in 1979. As president of HaveyPro Cinema, Jim's territory includes producing, directing, photography/cinematography, script development, new project development ...and dish washing.

Nathan Church, Editing/Cinematography/Audio

A Colorado native, Nathan's journey from intern to business partner at HaveyPro Cinema began in 2001. A maestro of the digital world, he has worked on dozens of award winning documentaries as editor, cinematographer, art director, audio engineer and beer pairing consultant.

CREDITS

WRITTEN & DIRECTED BY

Nathan Havey

PRODUCED BY

Jim Havey

EXECUTIVE PRODUCER

Diana Propper De Callejon

CO-EXECUTIVE PRODUCERS

Bill Hayward

Bob Fish & Michael McFall

Ben Lumpkin

EDITING, ART DIRECTION & AUDIO

Nathan Church

CINEMATOGRAPHY

Nathan Church & Jim Havey

PRODUCTION COORDINATOR

Alysha H. Burney

A FILM BY

HaveyPro Cinema

VOICES IN ORDER OF APPEARANCE

Ray Anderson

Connie Hensler

Jim Hartzfeld

Dan Hendrix

Graham Scott

Paul Hawken

Chip DeGrace

John Denver

David Oakey

Janine Benyus

Erin Meezan

Mona Amodeo

Jay Gould

PRODUCTION CONSULTANTS

Jim Hartzfeld

Erin Meezan

John Lanier

Rawson Haverty

Sandra Keats

ADDITIONAL FUNDING BY

Shep & Elaine Dinos

Vincent Mai

Diana Propper de Callejon

Tony Davis

Nina Gardner

Howard Fischer

ARCHIVAL IMAGERY

Magic Wig Productions, Inc.

KPKinteractive

ADDITIONAL IMAGERY

HaveyPro Cinema

Aerial Filmworks

Pond 5

Jay Mantri

LEGAL SERVICES

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ACCOUNTING

Riverstone Accounting Group

TOMORROW'S CHILD

Glenn C. Thomas © 1996

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AUDIOBOOK EXCERPTS

Confessions of a Radical Industrialist

Profits, People, Purpose - Doing Business by Respecting the Earth

By Ray C. Anderson & Robin White

©2009 Ray C. Anderson (P) 2009 Blackstone Audio, Inc.

BLUE WATER WORLD

John Denver © 1994

MUSIC

Musicbed

SPECIAL THANKS TO

Nancy Sagar

Gary Whitehurst

Steve Beshara

Steve Nygren

Quinn Nygren Barry

Lori Blank

Alexander McCobin

Clark Ruper

Amanda Kathryn Roman

Karen Price

Kristin Armstrong

Michelle Fish

Cassie Cecil

Christine Needles

Katie O'Neill

Savannah Weeks

Jaime Meyer

Jenny Matherne

Jake Roth

Lauren Jones

Phyllis Woodson

Robbie Fuller

Amy Lukken

Garrett Boone
Charlotte Havey
Cari Simon
Mindell Johnson
Chip Dumstorf
Carl Gable
James Miller
Raj Sisodia
Neha Sangwan, MD
Abigail Goldman
Brian Schultz
Meghan French Dunbar
Vanessa Childers
Rand Stagen
Howard Fischer
Olivia Tabah
Thomas Knowles
Patty Tucker
The Family of Ray C. Anderson
The Gratitude Railroad
Melody Korenbrot
Jim Burke
Interface
The Ray C. Anderson Foundation
Conscious Capitalism

For additional material, educational curriculum, and corporate training, please visit
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