Future-Fit Business Benchmark

Social
Environmental
Social & Environmental

Increase value
Save costs
Reduce risks

From **global challenges** to **business benefits**

Global Challenges

- Climate destabilization
- Ocean acidification
- Biodiversity crisis
- Ecosystem degradation
- Access to mined materials
- Access to renewable materials
- Energy crisis
- Freshwater crisis
- Food crisis
- Health crisis
- Infrastructure crisis
- Governance failure
- Financial inequality
- Education crisis
- Social instability
- Erosion of trust

Critical environmental and social issues that are undermining the natural processes and social fabric that business – and society as a whole – relies upon.

System Conditions

- In a sustainable society, nature is not subject to systematically increasing concentrations of substances extracted from the Earth's crust *(e.g. heavy metals and fossil fuels)*
- In a sustainable society, nature is not subject to systematically increasing concentrations of substances produced by society *(e.g. plastics, dioxins, PCBs, DDT)*
- In a sustainable society, nature is not subject to systematically increasing degradation by physical means *(e.g. destroying habitats, overfishing, over-harvesting)*
- In a sustainable society, people are not subject to structural obstacles to health *(e.g. access to fresh water, shelter, healthcare, nutrition, safety, security)*
- In a sustainable society, people are not subject to structural obstacles to influence *(e.g. voice, participatory processes, respect)*
- In a sustainable society, people are not subject to structural obstacles to competence *(e.g. access to education, right to know, learning, growing)*
- In a sustainable society, people are not subject to structural obstacles to impartiality *(e.g. non-discrimination, equity, justice)*
- In a sustainable society, people are not subject to structural obstacles to meaning-making *(e.g. making sense of their role and place in the world, values, culture)*

The boundaries within which society must operate to protect the possibility that humans and other life can flourish on Earth forever.

Future-Fit Business Principles

- A future-fit business eliminates its contribution to pollution from mined substances
- A future-fit business eliminates its contribution to pollution from substances produced by society
- A future-fit business eliminates its contribution to environmental degradation by physical means
- A future-fit business ensures it in no way puts the health of its stakeholders at risk
- A future-fit business ensures it in no way prevents its stakeholders from having a voice
- A future-fit business ensures it in no way undermines the opportunity for its stakeholders to learn and grow
- A future-fit business ensures it in no way prevents its stakeholders from being treated impartially
- A future-fit business ensures it in no way prevents its stakeholders from creating meaning in their lives

The way any company must operate to ensure that it in no way hinders society's transition to a prosperous future for all.

Future-Fit Business Goals

- Energy is from renewable sources
- Water is used in an environmentally responsible and socially equitable way
- Materials derive from sources that respect the welfare of ecosystems, people and animals
- Operational emissions do not harm people or the environment
- Operations emit no greenhouse gases
- Operational by-products are repurposed
- Operations do not encroach on ecosystems or communities
- Products do not harm people or the environment
- Products emit no greenhouse gases
- Products can be repurposed
- Customers are informed about any aspect of products that may cause harm
- Customer concerns are actively solicited, impartially judged and transparently addressed
- Employee health is safeguarded
- Employees are paid at least a living wage
- Employees are subject to fair employment terms
- Employees are not subject to discrimination
- Employee concerns are actively solicited, impartially judged and transparently addressed
- Community concerns are actively solicited, impartially judged and transparently addressed
- Business is conducted ethically
- The right tax is paid in the right place at the right time
- Lobbying does not undermine the pursuit of future-fitness

These goals help ensure adherence to all Future-Fit Business Principles

Specific thresholds of performance that together define the extra-financial 'breakeven point' any company must reach to ensure it is adhering to the Business Principles.

Potential Business Benefits

- Prepare company to thrive in a circular, water-constrained, low-carbon economy
- Reduce the cost and secure the supply of critical resources
- Reduce exposure to volatility in fossil fuel markets
- Prepare for more stringent future regulations on emissions
- Avoid reputational and financial costs due to law suits and regulatory breaches
- Increase sales to people who value more responsible companies and products
- Identify new areas for innovation
- Secure license to operate and attract goodwill wherever the company operates
- Improve employee productivity and foster a culture of learning
- Improve decision-making through more diverse perspectives
- Attract and retain top talent seeking employers with strong values
- Protect critical infrastructure and services upon which the company depends
- Align the company's actions with its purpose and values
- Grow brand equity through leadership on high-profile issues
- Increase access to capital that values well-governed, future-focused companies

Public commitment to any Future-Fit Goal may help here

By pursuing future-fitness, companies protect infrastructure they rely upon while reducing risks and opening up new opportunities for business

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