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 Break-Even Goals

- Energy is from renewable sources
- Water use is environmentally responsible and socially equitable
- Natural resources are managed to respect the welfare of ecosystems, people and animals
- Operational emissions do not harm people or the environment
- Operations emit no greenhouse gases
- Operational waste is eliminated
- 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
- Product communications are honest, ethical, and promote responsible use
- Product 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 health is safeguarded
- Business is conducted ethically
- The right tax is paid in the right place at the right time
- Lobbying and corporate influence safeguard the pursuit of future-fitness
- Financial assets safeguard the pursuit of future-fitness
- Procurement safeguards the pursuit of future-fitness

These goals help ensure adherence to all system conditions

Specific thresholds of performance that together define the 'extra-financial break-even point' any company must reach to ensure it is adhering to the system conditions.

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 Break-Even Goal may help here

By pursuing future-fitness, companies protect infrastructure they rely upon while managing business disruption and enhancing societal acceptance.

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