

FUTURE-FIT FOUNDATION MESSAGING

Purpose: Future-Fit Foundation's purpose is to enable every organization in the world to become truly sustainable*.



The Future-Fit Business Benchmark is a holistic, science-based, open-source methodology designed to drive *systemic* change by acting as a satnav for companies, guiding them towards *true* sustainability through the provision of necessary tools and skills to develop credible business strategies.

The framework provides companies with:

- A clear destination to aim for.
- A way to assess and guide progress toward it.
- A way to communicate what they're doing – and why – in a credible, concise, comparable way.

23 Break-Even Goals mark the line in the sand that every business needs to reach to ensure it is not *slowing down* progress towards a sustainable future.

Each Break-Even Goal has a progress indicator, expressed as a percentage, to help businesses assess current performance, set targets and track progress.

24 Positive Pursuits show businesses how they can *help others* to avoid their own negative impacts and increase their positive impacts.

Future-Fit operates two programs:

- **Accredited Advisors** for consultants who've obtained a Future-Fit Certification to help clients build credible strategies.
- **System Changers** for companies publicly committed to becoming Future-Fit.

Our current socio-economic model is no longer fit for purpose. Business leaders need to prioritize where action is most needed.

We've developed the Future-Fit Business Benchmark along with our global Expert Council of academic and business specialists.

Some of the world's leading companies are already using the Benchmark to build better businesses.

The framework undergoes regular updates to ensure its alignment with the evolving business and sustainability landscape.

The growing global Changemaker Community reinforces the need for the Future-Fit Benchmark.

*Future-Fit defines sustainability as not breaching the system conditions that define a thriving society on a thriving planet.