

# Accredited Advisor Terms of Reference

*Please send a signed copy of these Terms of Reference to the Future-Fit team.*

## a. Introduction

The Future-Fit® Business Benchmark is a tool to help companies and investors transform how they create enduring value, for themselves and society as a whole. While the tool itself is free, the journey to future-fitness will be challenging for any business – and many of them will need help.

The Future-Fit Accredited Advisor program is designed to foster an ecosystem of individuals and organizations who can provide high-quality advice and/or solutions to help businesses adopt the Future-Fit approach. These Terms of Reference outline what we at Future-Fit expect from Accredited Advisors, and what you can expect from us in return.

Thank you for working with us to usher in an environmentally restorative, socially just and economically inclusive society – and welcome to the Future-Fit community!

## b. Key Definitions & Abbreviations

- **FFBB** – Future-Fit Business Benchmark – the open-source self-assessment tool, its underlying methodology, and all related materials published by Future-Fit Foundation.
- **FFF** – Future-Fit Foundation – the UK-based charity which develops, stewards and promotes the use of the FFBB.
- **FFL** – Future-Fit Ltd – the 100% owned trading subsidiary of Future-Fit Foundation which operates and maintains the Future-Fit community and programs.
- **FFPT** – Future-Fit Proficiency Test – an online exam which is used to verify that an individual understands and is familiar with the FFBB and is proficient in its use.
- **Accredited Advisor** – an individual who has fulfilled the specific criteria to be accredited by FFL to advise on and/or provide business services and solutions that support the use of the FFBB.
- **Accredited Advisor Logo** – Visual mark which serves to recognize the Accredited Advisor’s status, for use on their website and in marketing materials.
- **Membership Period** – The duration of the Accredited Advisor’s membership in the program.

## c. Expectations of Future-Fit Accredited Advisors

All Accredited Advisors must ensure the following:

1. You have passed the FFPT.
2. You have undertaken a brief screening call with a member of the Future-Fit team.
3. You have paid the fees as agreed between you and FFL (see below).
4. You will use the FFBB in good faith, and you will not seek to alter or adapt the criteria used to assess progress toward future-fitness.
5. You will ensure that you review all direct communications shared with you by FFF and FFL, and at FFL's request will complete any short update tests or retake any FFPT modules as deemed necessary (this will happen only if the FFPT is updated significantly). This is to ensure that your expertise is aligned with the most recent version of the FFBB.
6. Wherever you refer to your Accredited Advisor status in digital form (e.g. on your website) you must link directly to your Accredited Advisor profile page on the Future-Fit website and (where the media allows) use the Accredited Advisor Logo.
7. Accreditation is designed to recognize your technical understanding of the FFBB. You must not express or imply, verbally or in any written form, that FFF or FFL in any way guarantee the quality or delivery of your or your organization's product(s) or service(s).
8. If the organization you work for uses your Accredited Advisor status as part of a FFBB-related service offer to a client then you must be involved in the formulation of the client proposal and directly involved in some part of the delivery of the work.
9. Accredited Advisor status belongs to you as an individual. In the event that you leave an employer, the status automatically moves with you. If your profile on the Future-Fit website is linked to your employer you should notify FFL as soon as reasonably possible to ensure this is updated accordingly.
10. Your status as an Accredited Advisor will be visible within the online Future-Fit Changemaker Community platform ("the Community"). The Community is a space for co-learning and collaboration, and you are therefore asked to abide by this spirit and not use the community to sell your services directly to other members or otherwise engage in direct marketing activities.

If any Accredited Advisor is deemed by FFL to be in breach of any of these requirements, their status will be reviewed and may result in immediate termination of Accredited Advisor membership, with no refund for fees paid.

## d. Duration of Membership

1. The initial membership process is as follows:
  - i. Undertake an introductory call with a member of the Future-Fit team;
  - ii. Undertake self-study of the FFBB in preparation for the FFPT;
  - iii. Sign these Terms of Reference;
  - iv. Receive login codes for the FFPT and invoice from FFL for the appropriate Accredited Advisor Fee (see below), both of which should be fulfilled within 30 days of receipt.

You will be eligible for all membership benefits upon successfully passing the FFPT and paying the invoice. FFL will notify you of the exact start date of your Membership Period.

2. The Membership Period lasts for one year, after which your benefits as an Accredited Advisor cease unless you choose to renew (see below).
3. You are under no obligation to continue your Accredited Advisor membership and are free to end the partnership at any time during the Membership Period. Should you decide to terminate the partnership, you will inform FFL in writing and remove any mention of your Accredited Advisor status from your website and all marketing materials. Your right to use the Accredited Advisor Logo in any media will cease when your membership ends.
4. In the event of early termination, membership fees already paid are non-refundable.

## e. Membership Renewal

1. Assuming you have abided by these Terms of Reference, you will be invited to renew your Accredited Advisor status one month before the end of the Membership Period.
2. Upon renewal, you will be asked to sign an updated Terms of Reference, including self-certification confirming that you have kept up to date with any FFBB developments.
3. All Accredited Advisors will be expected to retake the FFPT every three years at a minimum, even if the FPPT has not been updated during that time.
4. These Terms of Reference will be reviewed annually. If any material changes are made, you will be notified of them at least one month before the end of your Membership Period.

## f. Benefits of Membership

### Standard Membership

For the duration of the membership, you will receive the following benefits:

1. Individual description as a “Future-Fit Accredited Advisor” and the right to use the Accredited Advisor Logo on your website and in any other marketing materials.
2. A dedicated profile and inclusion in a searchable database of Accredited Advisors, accessible to the public via the Future-Fit website. Organizations will be able to list the names and job descriptions of their individual Accredited Advisors.
3. Access to the basic version of the Sustainable Business Coach tool, a digital coach enabling any of your clients to start engaging with the Future-Fit Business Benchmark.

### Premium Membership

For the duration of the membership, you will receive everything included in the ‘Standard Membership’ with additional following benefits:

4. Direct email access to a Future-Fit team liaison to help with specific queries<sup>1</sup>.
5. Quarterly online meetings with other Accredited Advisors to share knowledge and best practice.
6. Access to the premium version of the Sustainable Business Coach tool, (see brochure for further details).

We want every Accredited Advisor to be successful in their use of the FFBB, and from time to time we may look to co-promote your work to the Changemaker Community and on the public website if it is deemed to offer significant new learning opportunities for other FFBB users.

## g. Future-Fit Logos

In using any Future-Fit Logos (FFF, FFBB, Accredited Advisor) you agree to:

1. Ensure that all online uses of the Future-Fit Logos (for example on your website) link directly to the corresponding page on the Future-Fit website.
2. Not alter the form (colours, elements, proportions and orientation) of any Future-Fit Logo. For more information see the accompanying Branding Guidelines provided with the Welcome Pack.

The term “Future-Fit” is always hyphenated and should be capitalized when referring to this community or the state of being Future-Fit. The term “future-fitness” should not be capitalized.

---

<sup>1</sup> All queries will be dealt with as quickly as reasonably possible by the Future-Fit team and you hereby agree to use this service on a reasonable basis. If you are deemed, at the sole discretion of FFL, to be making an unreasonable number of queries you will be advised accordingly, and FFL reserves the right to delay responding and/or not to accept any further queries for an agreed period.

## h. Accredited Advisor Fee

The fee for becoming an Accredited Advisor is:

1. Start-up Membership £500 per annum or £50 monthly (+vat UK only).
2. Standard Membership £995 per annum (+vat UK only).

## i. Data Protection

FFL and FFF will only use the data you provide to enable your accreditation and participation in the Community. For the purposes of the General Data Protection Regulation, FFF will be the data controller and FFL will be a data processor.

Full details of our Privacy Policy can be found here: <http://futurefitbusiness.org/privacy>.

## j. List of Accredited Advisors

Full Name	
Job Title	
LinkedIn Link	
Location	
Full Name	
Job Title	
LinkedIn Link	
Location	
Full Name	
Job Title	
LinkedIn Link	
Location	

## k. Membership Option

Please select the membership you require. This will be applied to each Accredited Advisor in your organization:

- Standard Membership / GBP 995 per person, per annum

Start-up membership:

- £50 per month, £600 for the year
- £500 per year upfront, no refunds

## I. Acceptance of these terms

This document sets out the obligations and expectations of both parties and it is their intention that this should be legally binding.

You agree that you shall indemnify, defend and hold harmless Future-Fit Foundation and any of its subsidiaries and their respective officers, agents, employees and subcontractors against all liabilities, costs, expenses, damages and losses (including without limitation reasonable legal and other professional fees and expenses) suffered or incurred by Future-Fit Foundation and Future-Fit Ltd arising out of or in connection with the supply of your product(s) and service(s) to third-parties in relation to the Future-Fit Business Benchmark.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Organization: \_\_\_\_\_

Role: \_\_\_\_\_

Date: \_\_\_\_\_