

FUTURE-FIT BUSINESS BENCHMARK



LSF Educating for the 21st Century Green Economy Symposium
May 15, 2015

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sustainabilityadvantage.com

TWO QUESTIONS

How would we recognize a truly sustainable, future-fit business if we saw one?



“Mirror, mirror ...”

How much is enough?

FUTURE-FIT BUSINESS



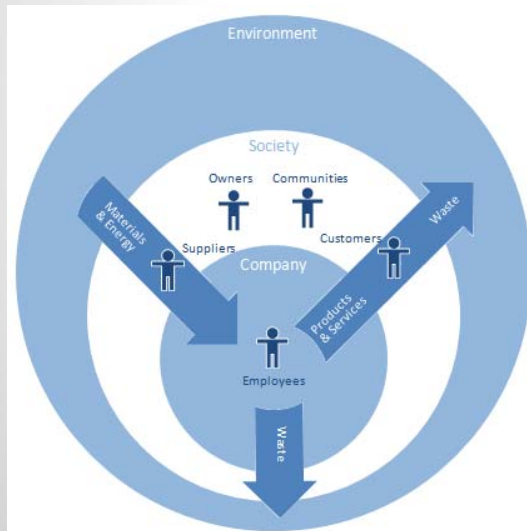
A sustainable future-fit business creates net positive environmental, social, and economic value throughout its value chain

The business contributes to the possibility that the business, society, and the environment will flourish on our finite planet, forever

If it were to operate forever, it would not only do no harm, it would do well by doing some net good.

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Based on best-available science, it defines the *necessary and sufficient set of goals and associated KPIs for any company that wants to be fit for the future on a more carbon-constrained, water-constrained, resource-constrained, crowded, and finite planet.*



- Free, open-source resource from FFF
- Benchmark; “Intel Inside” other standards
- First of five FF benchmarks
- Oct. 2014: Public Draft 1.0 (Draft Goals)
- June 2015: Public Draft 2.0 (Draft Goals & KPIs)
- Oct. 2015: Version 1.0 (Final Goals & KPIs)

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