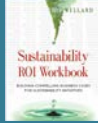




GOALS FOR THE FIVE CATEGORIES OF SUSTAINABILITY INITIATIVES



Five categories of sustainability initiatives help businesses mitigate environmental and social risks and capture associated opportunities. The figures show the goals associated with each category of initiative. The next page connects the dots between science and the goals.

CLIMATE STABILITY INITIATIVES

Future-Fit Business Benchmark
Do-No-Harm Goals for these initiatives

- Energy is from renewable sources
- Products emit no greenhouse gases
- Operations emit no greenhouse gases

Climate Stability Initiatives:
Projects that reduce or eliminate the company's *carbon footprint* by reducing its dependency on fossil fuels for its *energy*, and prepare the company's value chain for a climate-destabilized world.

- SDGs for these initiatives
- 13 CLIMATE ACTION
 - 7 AFFORDABLE AND CLEAN ENERGY

SECURITY OF SUPPLY INITIATIVES

Future-Fit Business Benchmark
Do-No-Harm Goals for these initiatives

- 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
- Operational by-products are repurposed
- Operations do not encroach on ecosystems or communities
- Products do not harm people or the environment
- Products can be repurposed

Security of Supply Initiatives:
Projects that protect and restore renewable and non-renewable resources (i.e. *materials, water*) and protect ecosystem services on which the company and its value chain depend (i.e. reduce / eliminate polluting *waste*)

- SDGs for these initiatives
- 15 LIFE ON LAND
 - 14 LIFE BELOW WATER
 - 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
 - 6 CLEAN WATER AND SANITATION

EMPLOYEE WELLBEING INITIATIVES

Future-Fit Business Benchmark
Do-No-Harm Goals for these initiatives

- Employee health is safeguarded
- Employees are paid at least a living wage
- Employee concerns are actively solicited, impartially judged and transparently addressed
- Employees are subject to fair employment terms
- Employees are not subject to discrimination

Employee Wellbeing Initiatives:
Projects that provide decent, well-paying work and safe, healthy, respectful working conditions for all employees in the company's own operations and throughout its value chain.

- SDGs for these initiatives
- 8 DECENT WORK AND ECONOMIC GROWTH
 - 5 GENDER EQUALITY
 - 4 QUALITY EDUCATION
 - 3 GOOD HEALTH AND WELL-BEING
 - 2 ZERO HUNGER
 - 1 NO POVERTY

SOCIETY WELLBEING INITIATIVES

Future-Fit Business Benchmark
Do-No-Harm Goals for these initiatives

- 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

Society Wellbeing Initiatives:
Projects that ensure the company does not compromise, and instead improves, the wellbeing of the *local communities* throughout its value chain and in *society-at-large*.

- SDGs for these initiatives
- 17 PARTNERSHIPS FOR THE GOALS
 - 16 PEACE, JUSTICE AND STRONG INSTITUTIONS

- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 8 DECENT WORK AND ECONOMIC GROWTH
- 5 GENDER EQUALITY
- 4 QUALITY EDUCATION
- 2 ZERO HUNGER
- 3 GOOD HEALTH AND WELL-BEING
- 1 NO POVERTY

CUSTOMER WELLBEING INITIATIVES

Future-Fit Business Benchmark
Do-No-Harm Goals for these initiatives

- Products do not harm people or the environment
- Customers are informed about any aspect of products that may cause harm
- Customer concerns are actively solicited, impartially judged and transparently addressed

Customer Wellbeing Initiatives:
Projects that ensure customers' overall health is not compromised by the company's products and that they are well informed about possible environmental and human impacts of the product's use and post-use disposal.

- SDGs for these initiatives
- 3 GOOD HEALTH AND WELL-BEING

THE SCIENCE BEHIND THE GOALS

8 System Conditions,
based on best-available science.
In a sustainable human society
on spaceship Earth ...

... nature is not subject to
systematically increasing ...

... concentrations of
substances extracted from
the Earth's crust (e.g. heavy
metals, fossil fuels)

... concentrations of
substances produced by
society (e.g. plastics, dioxins,
PCBs)

... degradation by physical
means (e.g. destroying habitats,
overfishing, over-harvesting)

... and people are not subject
to structural obstacles to ...

... health
(e.g. access to healthcare, water,
nutrition, safety)

... influence
(e.g. voice, participatory
processes, respect)

... competence
(e.g. access to education, right to
know, growing)

... impartiality
(e.g. non-discrimination,
equity, justice)

... meaning-making
(e.g. making sense of their place in
the world, values)

The Natural Step
thenaturalstep.org

8 Business Principles
that avoid breaching the
science-based System
Conditions

The business eliminates
its contribution to ...

pollution from mined
substances

pollution from
substances produced
by society

environmental
degradation
by physical means

... and the business
ensures it in no way ...

... puts the
health of its
stakeholders at risk

... prevents its
stakeholders from
having a voice

... undermines the
opportunity for its
stakeholders to
learn and grow

... prevents its
stakeholders
from being
treated impartially

... prevents its
stakeholders
from creating
meaning in their lives



These
goals align
with all
Business
Principles

**21 Necessary, Science-based,
Do-No-Harm Goals**
for a truly sustainable, future-fit business

- 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

Future-Fit Business Benchmark, Release 1
futurefitbusiness.org and sustainabilityadvantage.com

**5 Categories of
Sustainability Initiatives**
that accomplish the
future-fit goals and the SDGs

- SECURITY OF SUPPLY Initiatives**
Materials, Water, Waste elimination
- CLIMATE STABILITY Initiatives**
Energy, Carbon
- CUSTOMER WELLBEING Initiatives**
- EMPLOYEE WELLBEING Initiatives**
- SOCIETY WELLBEING Initiatives**
Community and Society-at-large

Sustainability ROI Workbook
sustainabilityadvantage.com

**17 Sustainable
Development Goals**
for a sustainable human
society on spaceship Earth

- 15 LIFE ON LAND
- 14 LIFE BELOW WATER
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 6 CLEAN WATER AND SANITATION
- 13 CLIMATE ACTION
- 7 AFFORDABLE AND CLEAN ENERGY
- 17 PARTNERSHIPS FOR THE GOALS
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 8 DECENT WORK AND ECONOMIC GROWTH
- 5 GENDER EQUALITY
- 4 QUALITY EDUCATION
- 3 GOOD HEALTH AND WELL-BEING
- 2 ZERO HUNGER
- 1 NO POVERTY

UN SDGs
sustainabledevelopment.un.org

**Global Risks /
Systemic Threats**
that are mitigated by the
Sustainability Initiatives

- Ecosystem degradation
- Ocean acidification
- Access to materials
- Fresh water crisis
- Climate destabilization
- Energy crisis
- Governance failure
- Erosion of trust
- Human rights violations
- Social instability
- Infrastructure crisis
- Structural unemployment
- Human rights violations
- Education crisis
- Health crisis
- Food crisis
- Financial inequality

Based on "Global Risks 20xx"
weforum.org

■ Social ■ Environmental & Social ■ Environmental

--- Dotted and colored lines make connections easier to follow

* 13 goals that also apply to suppliers in the company's core supply chains