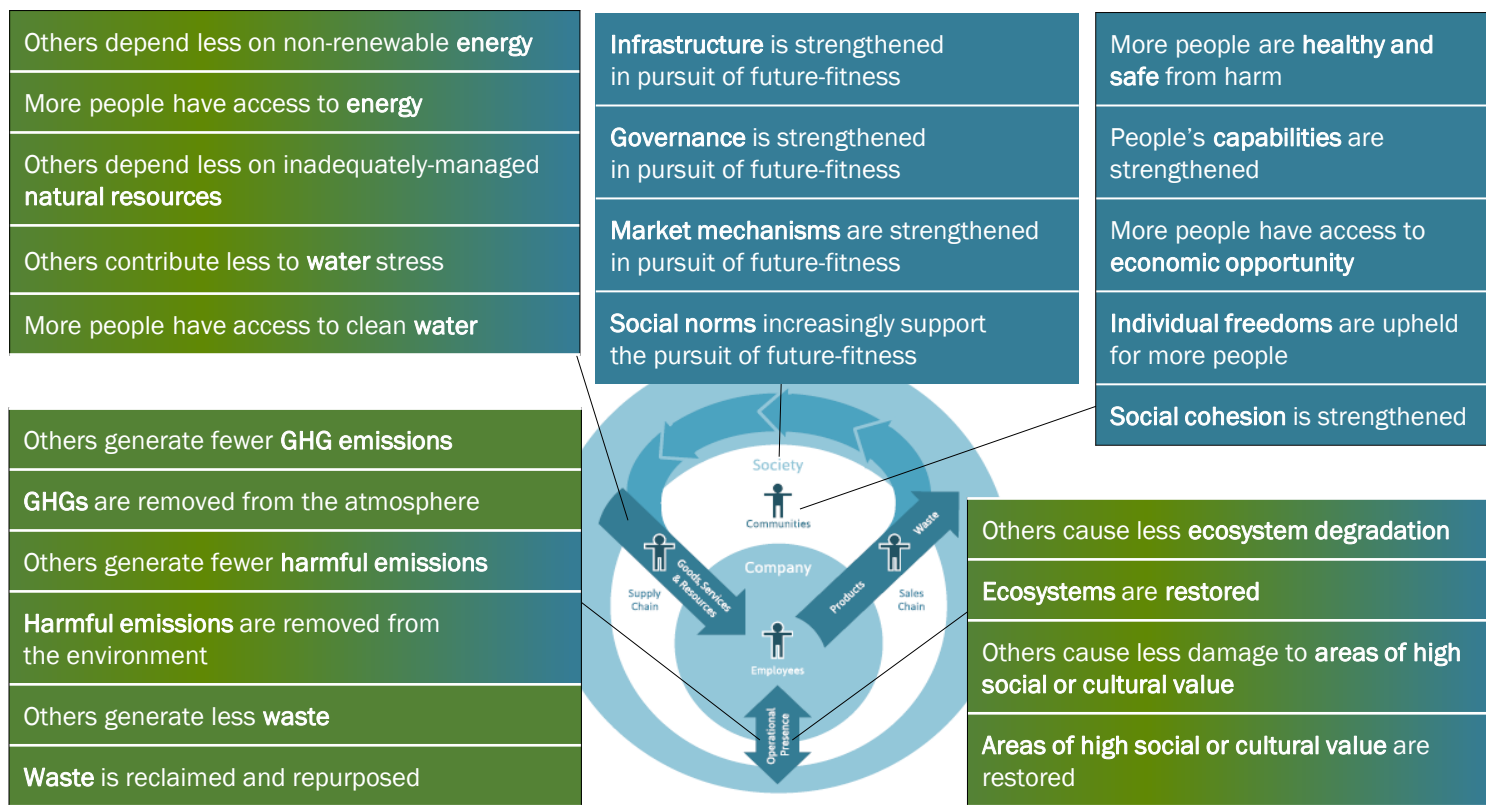


# 24 FFBB Do-Some-Good / Positive Pursuits



Assessment of all positive pursuits goals is framed by four qualitative dimensions, to provide a degree of comparability for the value of their impacts / outcomes.

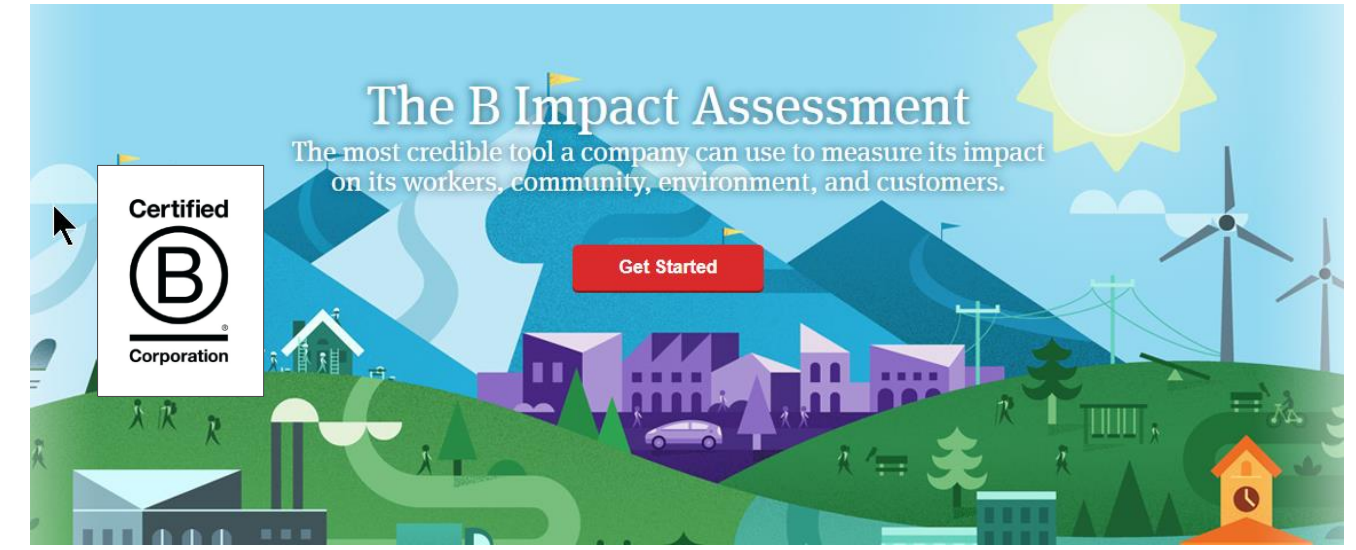
Key concepts for assessing Positive Pursuits			
Concepts	Description	Categorization	Measurement
Scale	The number of people experiencing the outcome or, if relevant, the area of environment affected by the change	N/A	Determine number of individuals, communities or area of land affected
Depth	The degree of social or environmental change experienced by the stakeholder (e.g. increase in literacy rates)	N/A	Determine difference between level of outcome currently experienced and baseline (conditions before the project began)
Duration	Time period for which the stakeholder experiences the outcome (e.g. number of months)	<ul style="list-style-type: none"> <li>Temporary one-time benefit</li> <li>Benefit for a fixed time</li> <li>Permanent or indefinite benefit</li> </ul>	Duration and significance can be measured by: <ul style="list-style-type: none"> <li>Surveying affected stakeholders</li> <li>Using evidence-based research (e.g. impact evaluations)</li> <li>Market research (e.g. NGO data)</li> </ul>
Significance	Importance of the outcome from the perspective of the affected stakeholder	<ul style="list-style-type: none"> <li>Meeting minor need</li> <li>Meeting significant need</li> <li>Meeting major need</li> </ul>	

Sources:  
 • Future-Fit Business Benchmark R2.1, April 2019 (futurefitbusiness.org)  
 • The International <IR> Framework (integratedreporting.org)  
 • Sustainable Development Goals (undp.org)  
 • FFBB Assessment Toolkit - May 2019 (sustainabilityadvantage.com), a free, open-source workbook that does the calculations outlined on the next page

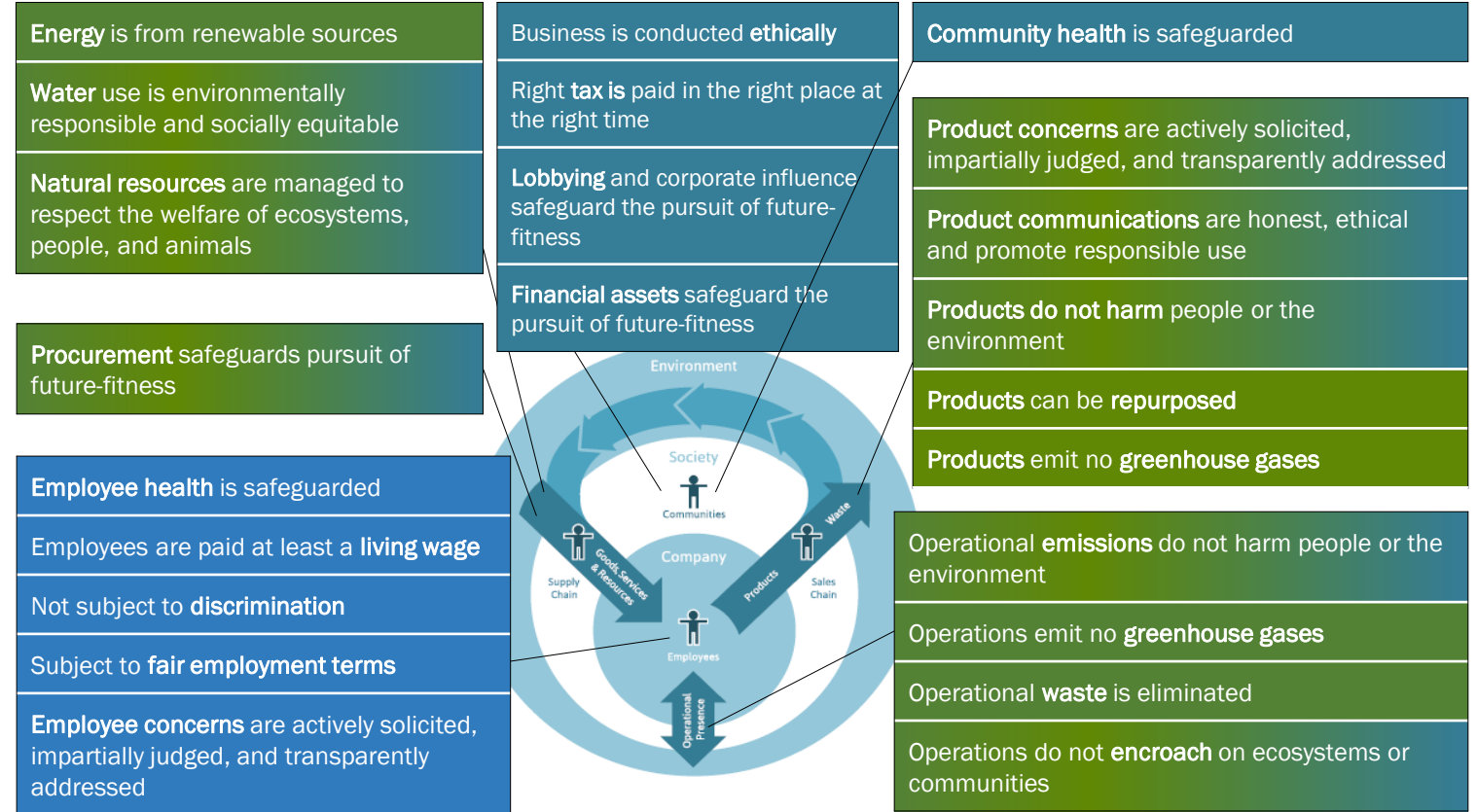


# Future-Fit Business Benchmark (FFBB) v2.1

mapped to the  
**B Corp B Impact Assessment (BIA) v6**



## Future-Fit Business Benchmark (FFBB) 23 Cause-No-Harm / Break-Even Goals



### Assessing and reporting on Cause-No-Harm / Break Even goals

Performance on all 23 necessary science-based goals is on a scale of 0-100%.

■ Primarily employee-related goal    
 ■ Primarily society-related goal    
 ■ Primarily environment-related goal

# Progress on meeting FFBB goals directly or directly contributes to higher BIA scores

## 23 FFBB Cause-No-Harm / Break-Even Goals

Environmental and social goals that every company *must* meet, based on best-available science. Progress on meeting the goals is scored on a 0-100% scale.



## 24 FFBB Positive Pursuits

Projects and products that companies *may* pursue. The impacts are framed around four key concepts / dimensions: **scale, depth, duration and significance**

## 5 Operational Impact Areas in the BIA, for all businesses



## 24 Impact Business Models (IBMs) from which businesses choose which is theirs

