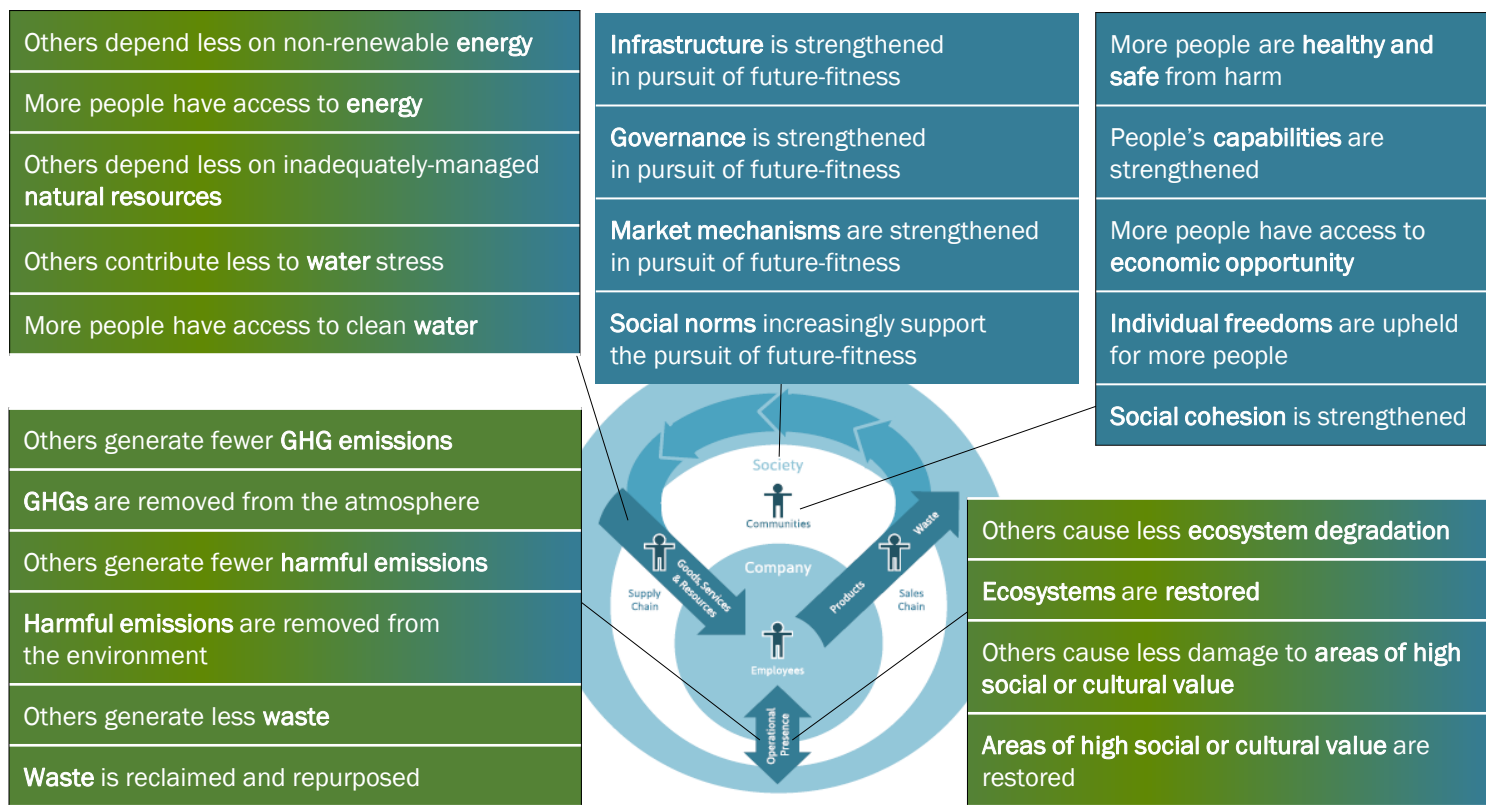


24 FFBB Do-Some-Good / Positive Pursuits



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"> Temporary one-time benefit Benefit for a fixed time Permanent or indefinite benefit 	Duration and significance can be measured by: <ul style="list-style-type: none"> Surveying affected stakeholders Using evidence-based research (e.g. impact evaluations) Market research (e.g. NGO data)
Significance	Importance of the outcome from the perspective of the affected stakeholder	<ul style="list-style-type: none"> Meeting minor need Meeting significant need Meeting major need 	

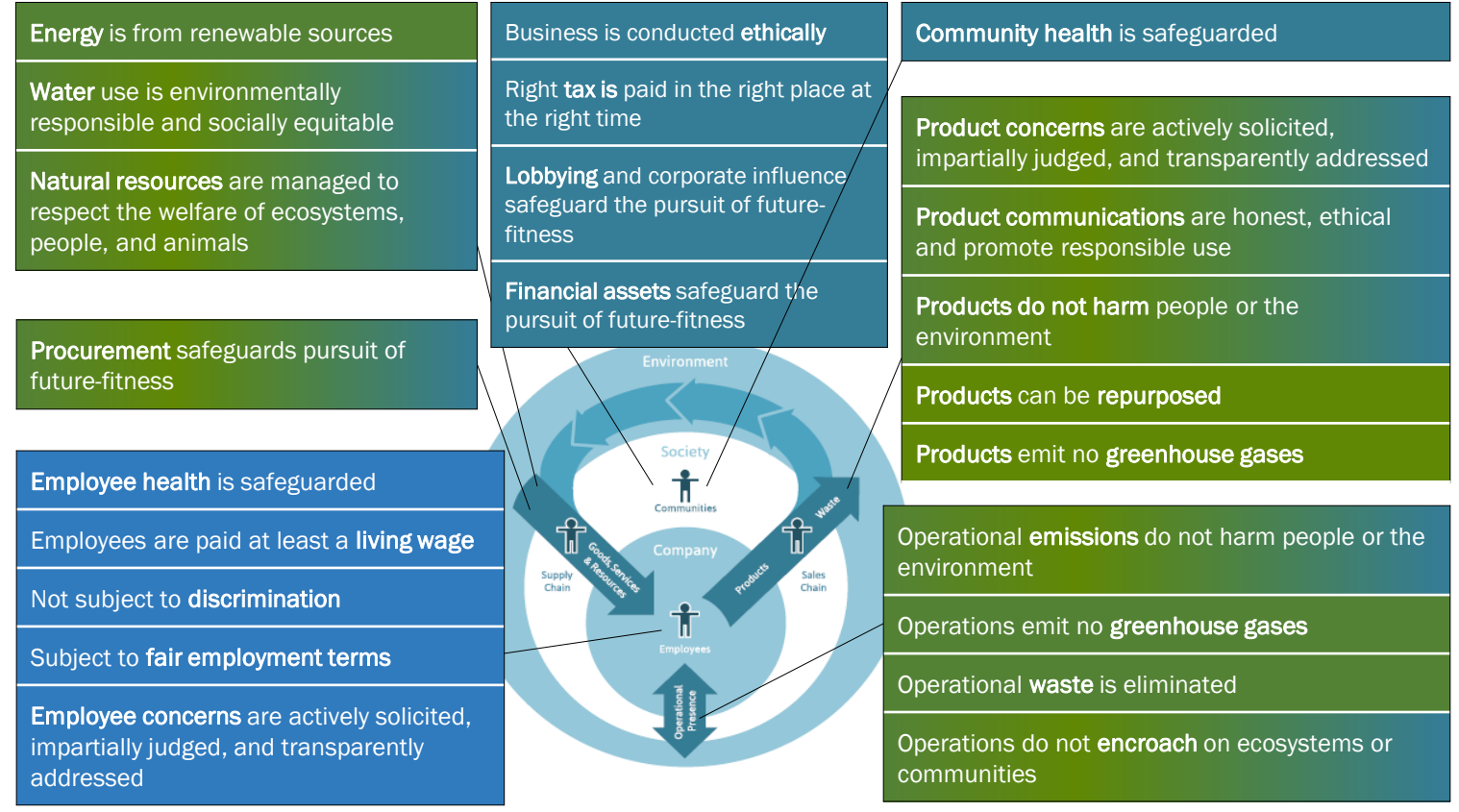
Sources:
 • Future-Fit Business Benchmark R2.1.4, August 2019 (futurefitbusiness.org)
 • Sustainable Development Goals (undp.org)
 • FFBB Assessment Toolkit v2 - September 2019 (sustainabilityadvantage.com), a free, open-source workbook that does the calculations outlined on the next page



Future-Fit Business Benchmark (FFBB) mapped to the Sustainable Development Goals (SDGs)



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

Assessment of performance on FFBB goals enables assessments of contributions to the SDGs

23 FFBB Cause-No-Harm Goals

Success (0-100%) in meeting these goals
= Score on **eliminating negative impacts** on associated SDGs



24 FFBB Positive Pursuits

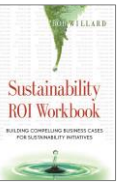
The positive contributions to the SDGs are framed around four key concepts / dimensions: **scale, depth, duration** and **significance**.

17 SDGs

for a sustainable society. Company contribution to each SDG is assessed using scores on associated FFBB goals

Benefits

The *Sustainability ROI Workbook* assesses the **direct and indirect benefits** that result from contributing to the SDGs



\$

More successful, innovative, resilient and sustainable business

\$

Note: FFBB alignment with the SDGs is simplified to facilitate calculations in the Sustainability Assessment Toolkit. See futurefitbusiness.org for more comprehensive, many-to-many connections.