24 FFBB Do-Some-Good / Positive Pursuits

Others depend less on non-renewable energy **Infrastructure** is strengthened More people are healthy and in pursuit of future-fitness safe from harm More people have access to energy **Governance** is strengthened People's **capabilities** are Others depend less on inadequately-managed in pursuit of future-fitness strengthened natural resources Market mechanisms are strengthened More people have access to Others contribute less to water stress in pursuit of future-fitness economic opportunity Social norms increasingly support **Individual freedoms** are upheld More people have access to clean water the pursuit of future-fitness for more people Social cohesion is strengthened Others generate fewer **GHG emissions GHGs** are removed from the atmosphere Others cause less ecosystem degradation Others generate fewer harmful emissions Ecosystems are restored Harmful emissions are removed from Others cause less damage to areas of high the environment social or cultural value Others generate less waste Areas of high social or cultural value are

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)	 Temporary one-time benefit Benefit for a fixed time Permanent or indefinite benefit 	Duration and significance can be measured by: 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	Meeting minor needMeeting significant needMeeting major need	

Sources

- Future-Fit Business Benchmark R2.1.4, August 2019 (futurefitbusiness.org)
- Sustainable Development Goals (undp.org)

Waste is reclaimed and repurposed

 FFBB Assessment Toolkit v2 - September 2019 (sustainabilityadvantage.com), a free, open-source workbook that does the calculations outlined on the next page



restored

Future-Fit Business Benchmark (FFBB) mapped to the

Sustainable Development Goals (SDGs)

Environmental Goals













Social and Economic Goals























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

Energy is from renewable sources

Water use is environmentally responsible and socially equitable

Natural resources are managed to respect the welfare of ecosystems, people, and animals

Procurement safeguards pursuit of future-fitness

Employee health is safeguarded

Employees are paid at least a living wage

Not subject to **discrimination**

Subject to fair employment terms

Employee concerns are actively solicited, impartially judged, and transparently addressed

Business is conducted **ethically**

Right **tax is** paid in the right place at the right time

Lobbying and corporate influence safeguard the pursuit of future-

Financial assets safeguard the pursuit of future-fitness

Society

Company
Supply Chain

Employees

Temployees

Community health is safeguarded

Product concerns are actively solicited, impartially judged, and transparently addressed

Product communications are honest, ethical and promote responsible use

Products do not harm people or the environment

Products can be repurposed

Products emit no greenhouse gases

Operational **emissions** do not harm people or the environment

Operations emit no greenhouse gases

Operational waste is eliminated

Operations do not **encroach** on ecosystems or communities

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%.







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





Purpose fulfillment Values-based management Improved governance Improved reputation Improved social license Improved brand value

Better informed decisions

More revenue
Easier access to capital
Higher asset values
Higher market value
Higher brand equity

Security of supply
Less volatile costs
Energy savings
Water savings
Materials savings
Waste savings
Carbon savings
Travel savings
Shipping savings
Maintenance savings
Litigation savings
Compliance savings
Insurance savings

Employee engagement
Employee productivity
Employee innovation
Hiring savings
Winning talent wars
Employee loyalty
Attrition savings

Risk of *in*action avoided (flip sides of the above)

\$

More successful, innovative, resilient and sustainable business

\$