



Future-Fit

Foundation

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Future-Fit

Foundation

We translate systems science
into free tools to help
companies and investors
respond effectively to
today's biggest challenges





What is future-fitness?

A **Future-Fit[®]** Society will protect the possibility that humans and other life can flourish on Earth forever.

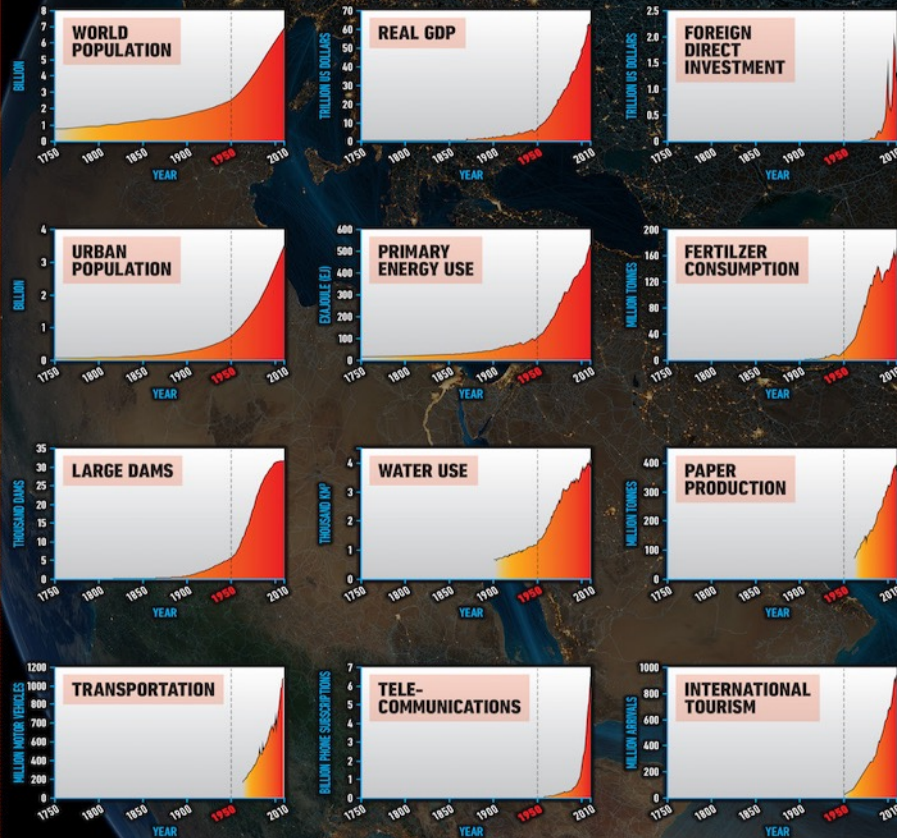
Environmentally restorative

Socially just

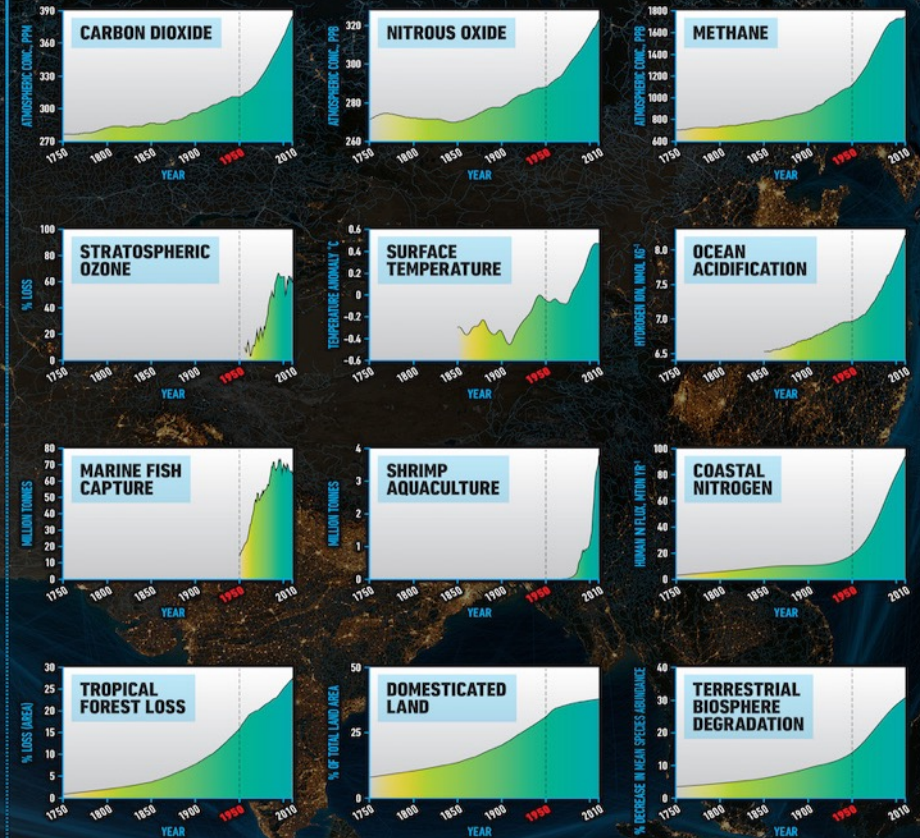
Economically inclusive

Our global economic system is broken

SOCIO-ECONOMIC TRENDS



EARTH SYSTEM TRENDS

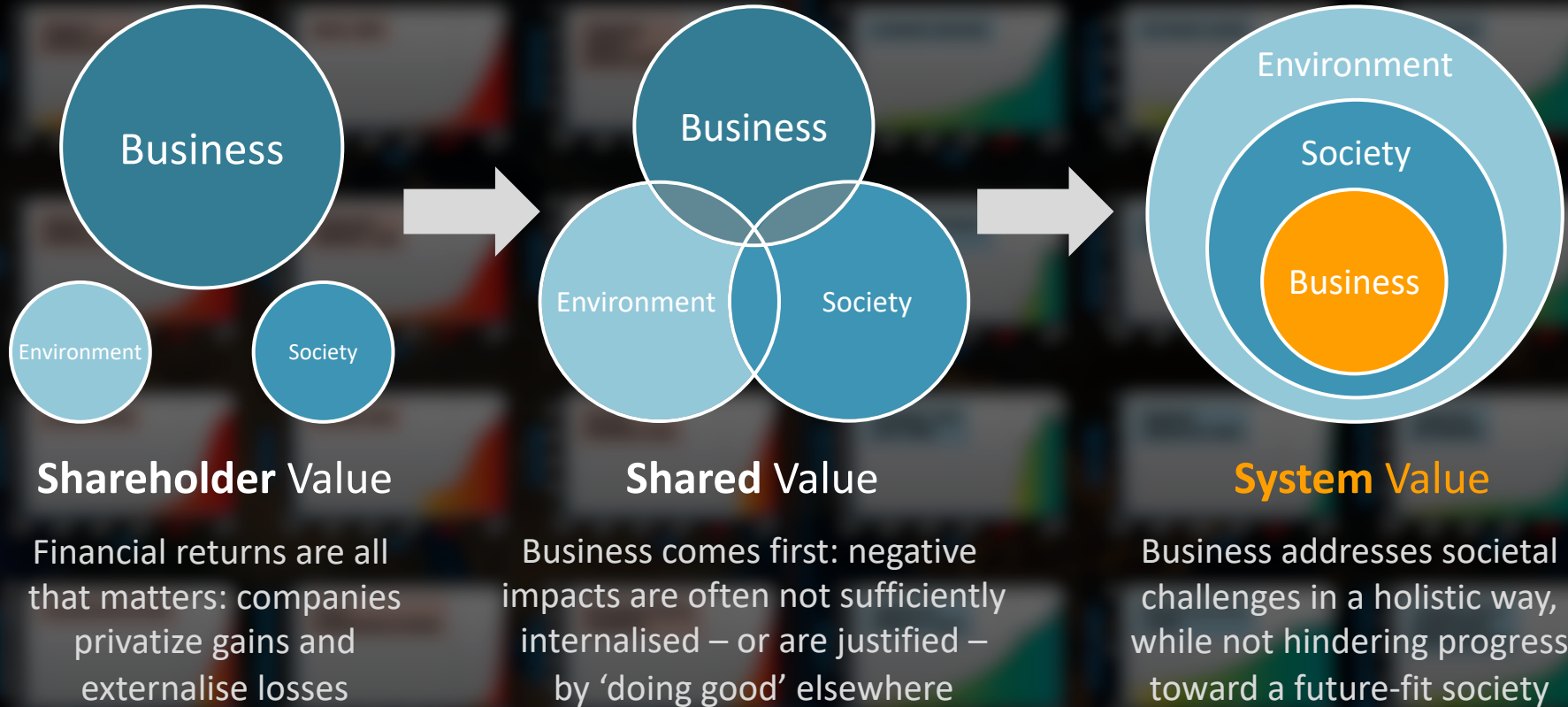


The SDGs are a global response to today's challenges...

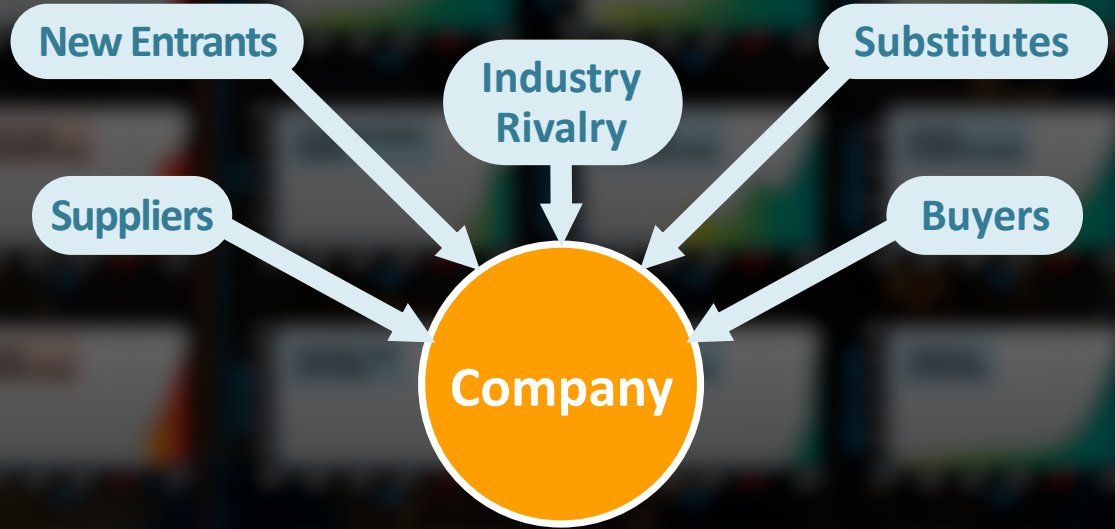


... and they are a purchase order from the future

But to hit the SDGs we must rethink “value creation”

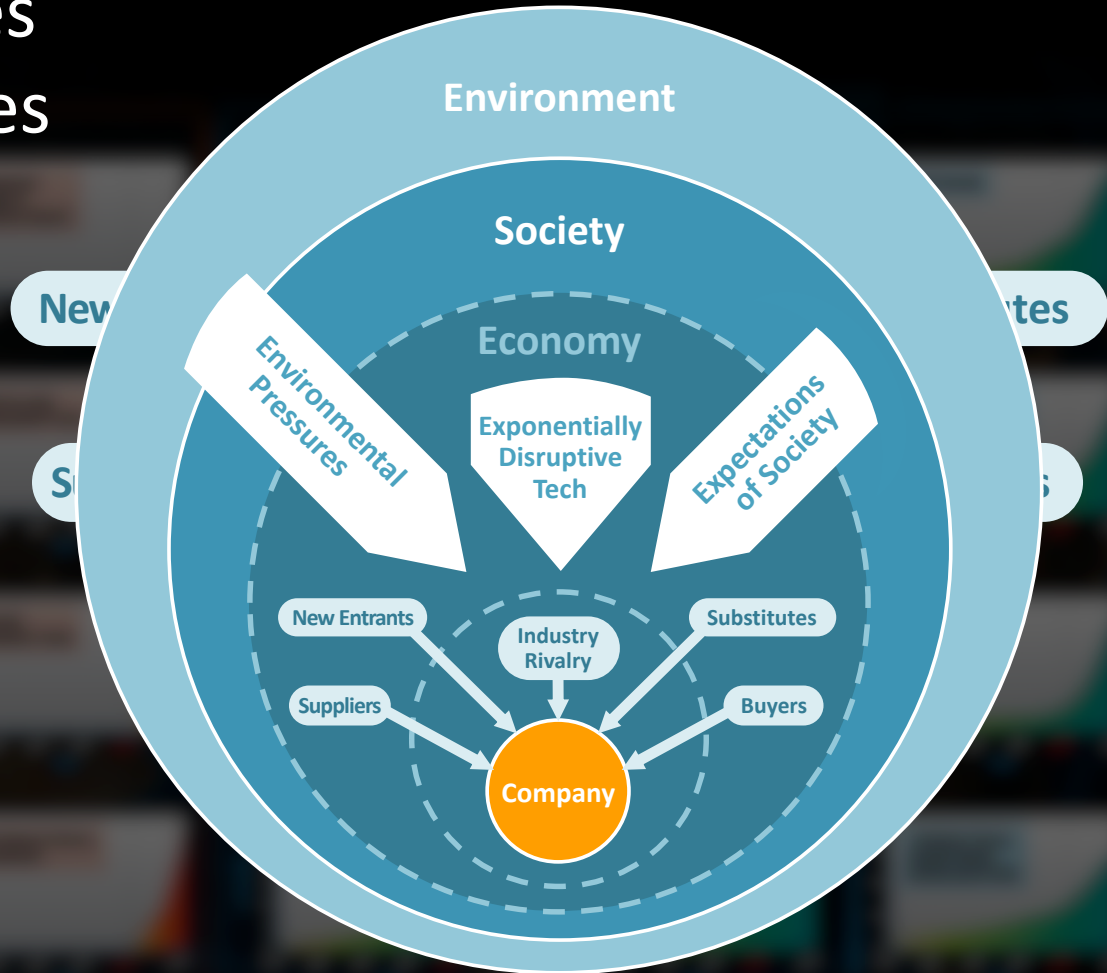


Most business leaders today think like this....

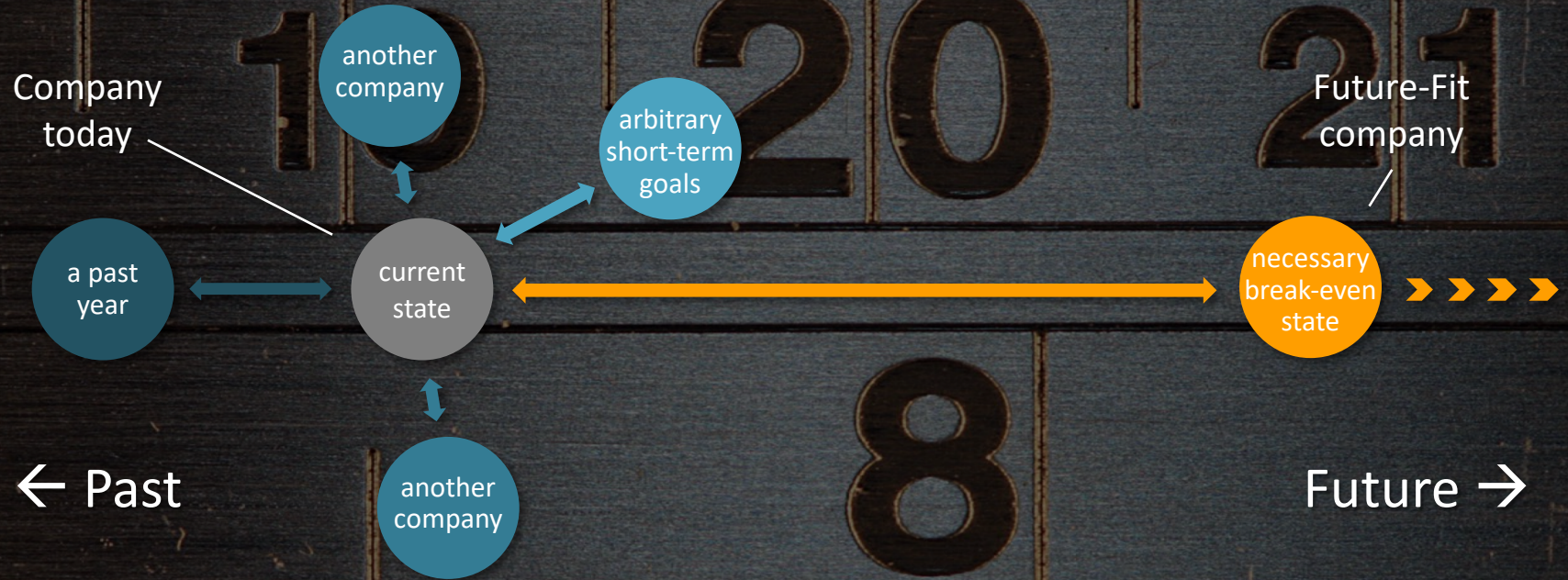


...but success in the 21st Century demands more

From Porter's 5 Forces to Future-Fit's 8 Forces



To pursue system value we need a new kind of benchmark



Assessing company performance relative to a past year doesn't tell us where it is going

A focus on best practice by sector (e.g. ratings like DJSI) only drives a race to be 'least bad'

Progress toward short-term goals matters only if they contribute to the right long-term aims

For the full story we must assess progress toward and beyond an **extra-financial break-even point**



Future-Focused

Actionable



Science-Based

Free to Use



Introducing the Future-Fit Business Benchmark

In a Future-Fit Society...

People have the capacity and opportunity to lead **fulfilling lives**

Our **physical presence** protects the health of ecosystems and communities

Natural resources are managed to safeguard communities, animals and ecosystems

The environment is free from **pollution**

Energy is renewable and available to all

Water is responsibly sourced and available to all

Waste does not exist

Social norms, global governance and economic growth
drive the pursuit of future-fitness



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Break-Even Goals

What every company
must strive to do
to avoid slowing down
society's progress
toward future-fitness

Energy	Energy is from renewable sources
Water	Water use is environmentally responsible and socially equitable
Natural Resources	Natural resources are managed to respect the welfare of ecosystems, people and animals
Pollution	Operational emissions do not harm people or the environment
	Operations emit no greenhouse gases
	Products emit no greenhouse gases
	Products do not harm people or the environment
Presence	Operations do not encroach on ecosystems or communities
Waste	Operational waste is eliminated
	Products can be repurposed
People	Community health is safeguarded
	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
	Product communications are honest, ethical, and promote responsible use
	Product concerns are actively solicited, impartially judged and transparently addressed
Drivers	Procurement safeguards the pursuit of future-fitness
	Financial assets safeguard the pursuit of future-fitness
	Lobbying and corporate influence safeguard the pursuit of future-fitness
	The right tax is paid in the right place at the right time
	Business is conducted ethically



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Positive Pursuits

What any company
may choose to do
to help speed up
society's progress
toward future-fitness

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

Future-Fit brings
extra-financial performance
into the core business

Self assessment

Assess where you are now, and identify
where action is most urgent/beneficial

Independent assurance

Explain how your plans and actions are
helping society to make *real* progress

Independent Assurance

by accredited
third parties

Optional

Publish Progress

in a credible, concise
and comparable way

Optional

Calculate
Future-Fit
metrics

Identify key
performance
gaps

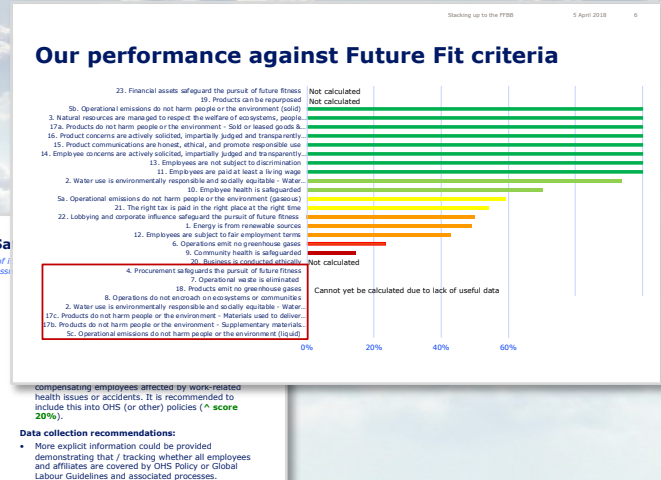
***Sensitive data
stays inside
the company***

Execute
to close
gaps

Prioritize
corrective
actions



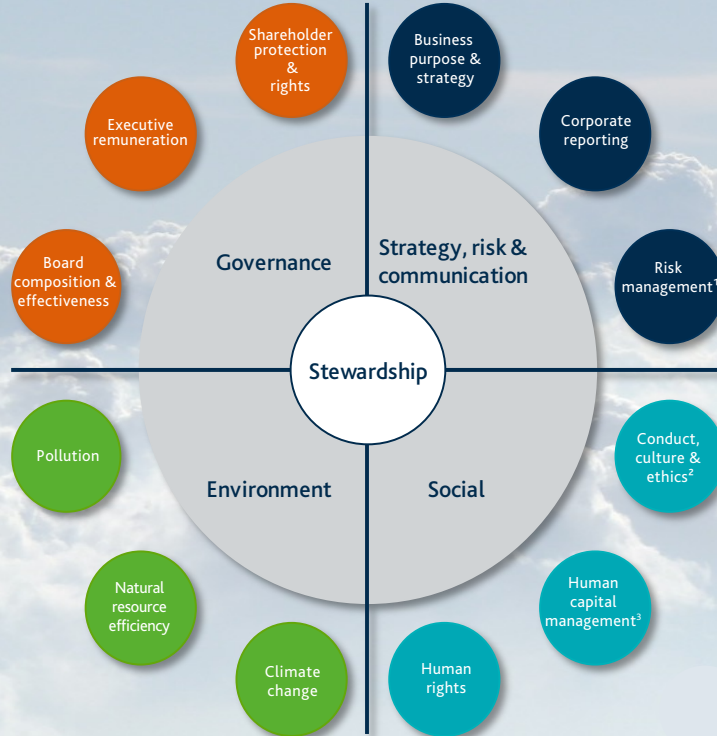
Future-Fit underpins The Body Shop's 2040 ambition to be a "truly sustainable business"



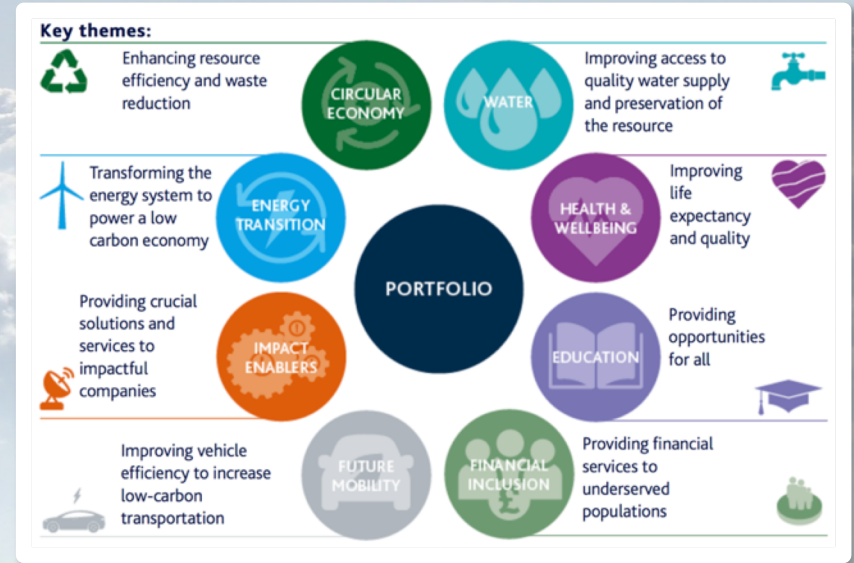
Novo Nordisk worked with DNV-GL and Grant Thornton to produce its first assured Future-Fit "Score Card"



c.\$700bn assets under management & advice



Hermes Equity Ownership Services is using the Benchmark to enhance its engagement framework



The Impact Opportunities Equity Fund is seeking to gain additional insight into the fitness of its portfolio

Future-Fit is a new kind of business tool...which equips you to do three things

Set better business ambitions

SOCIETAL REQUIREMENTS

Improve day-to-day decisions

MANAGEMENT GUIDANCE

Say more with less effort

EXTERNAL REPORTING





Thank you!

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