



Future-Fit

Business

SCALA

A Net Zero Supply Chain

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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



Future-Fit Foundation

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





Reduced maternal mortality



Longer life expectancy



Increased literacy



Poverty reduction



“Oct 2018: Intergovernmental Panel on Climate Change (IPCC) issues a special report stating that in order to meet target of an increase of 1.5 degrees Celsius above pre-industrial levels, emissions must be halved by 2030, and we must be at net zero by 2050.”

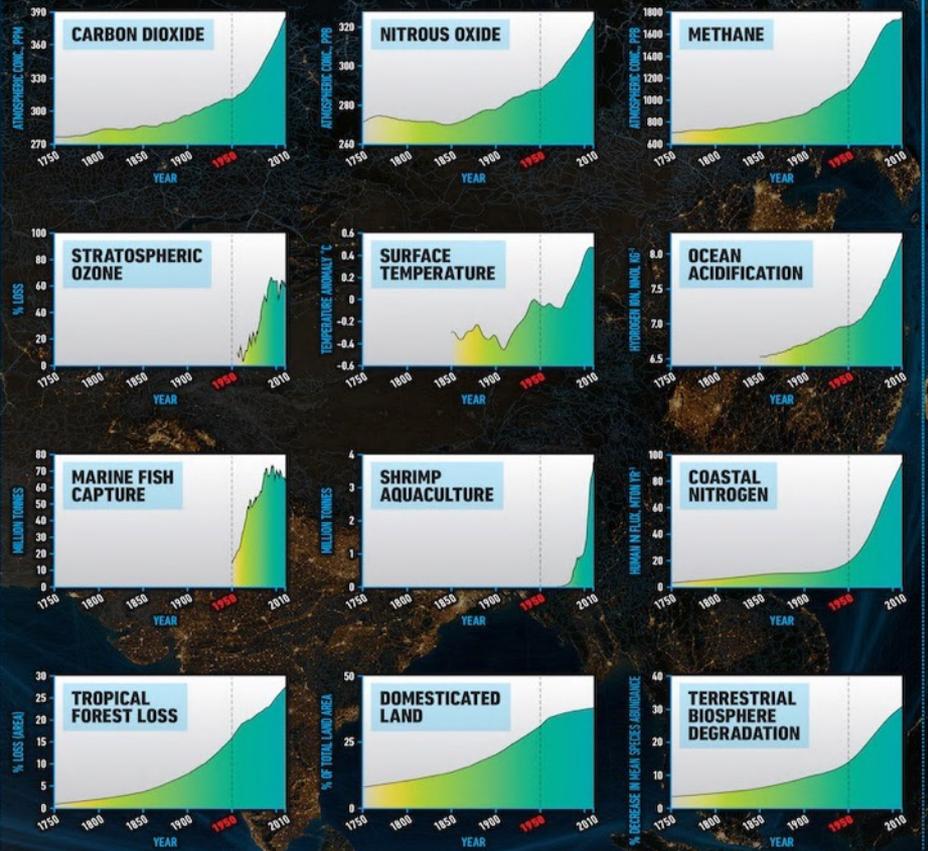


Where we are today

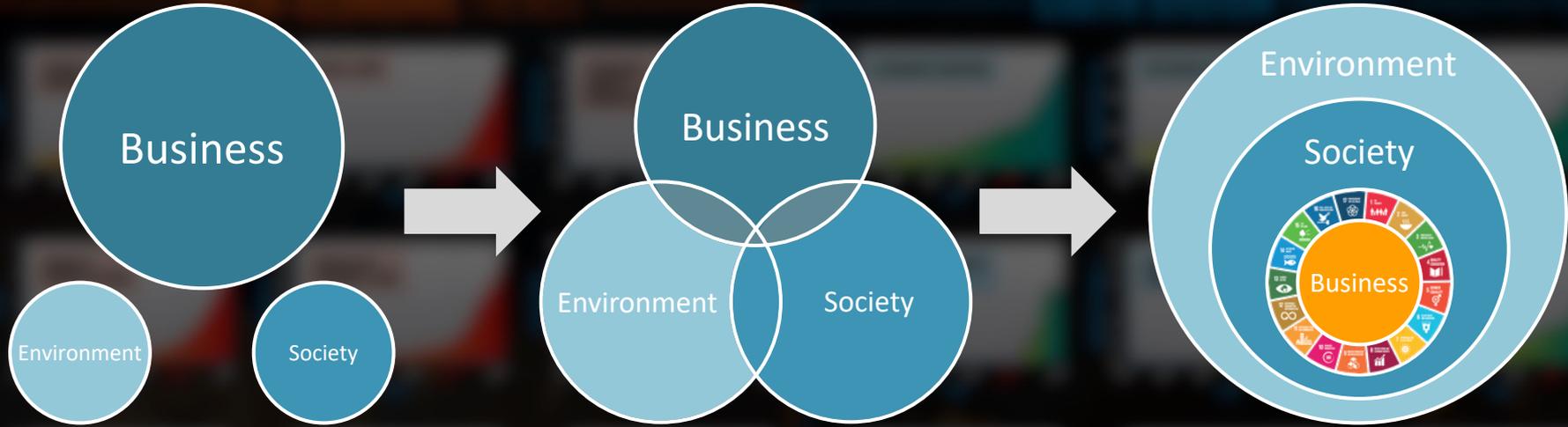
SOCIO-ECONOMIC TRENDS



EARTH SYSTEM TRENDS



How can business respond to these issues?



Defensively *(Shareholder Value)*

“We’re already contributing to the SDGs because we create jobs, we’re reducing year-on-year emissions, etc.”

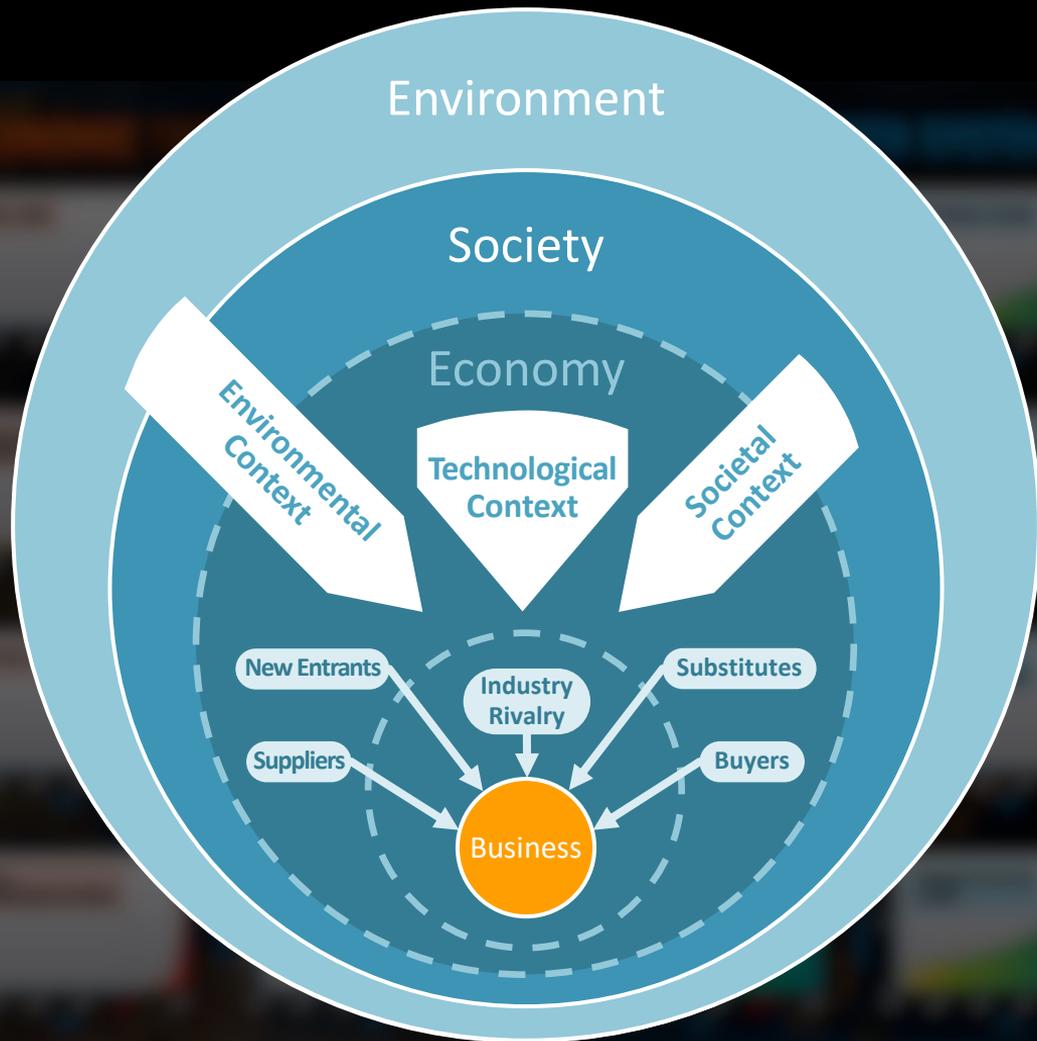
Selectively *(Shared Value)*

“We’re positively impacting SDG 3 because we sell drugs / SDG 12 because we sell consumer goods / etc.”

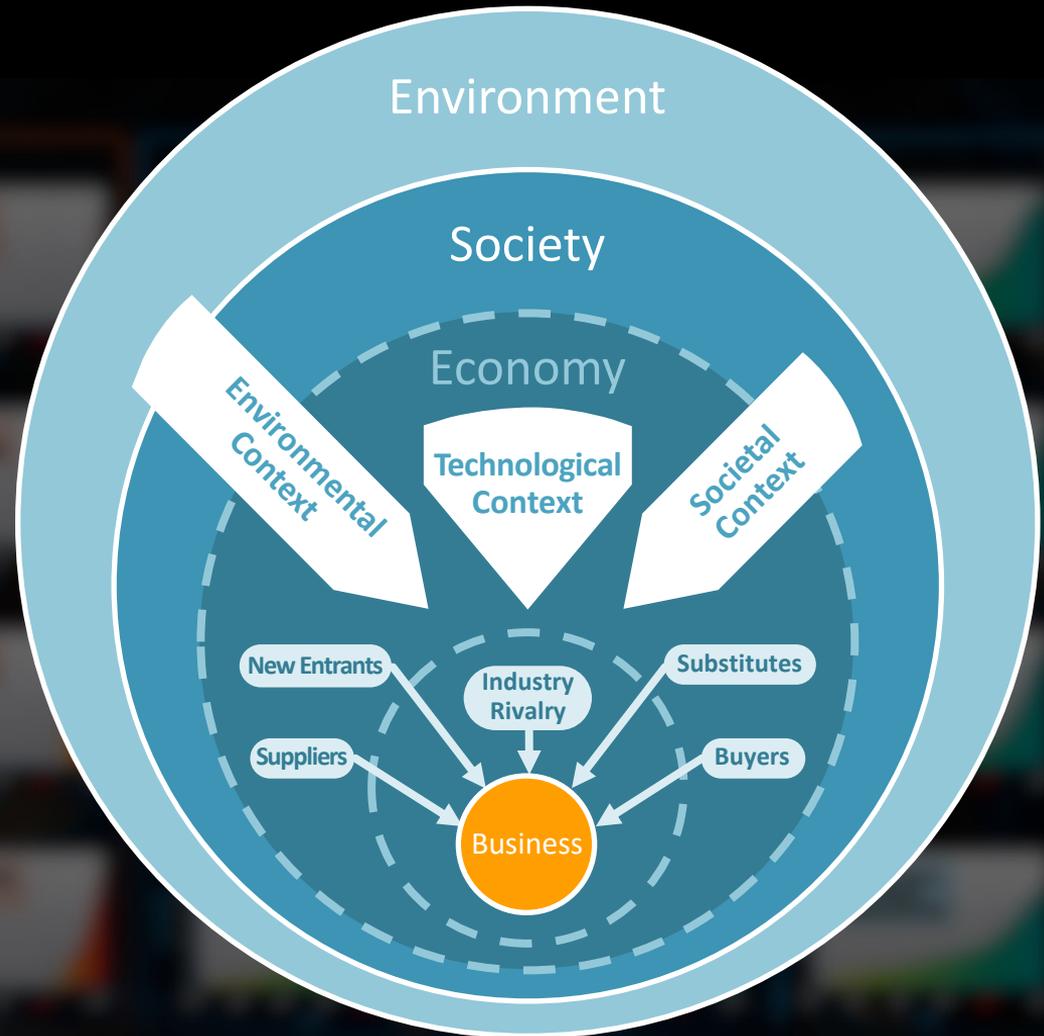
Holistically *(System Value)*

“We’re transforming our business to solve a key SDG challenge, while working to ensure we’re not slowing down progress elsewhere.”





This is about enriching our **systems intelligence** to build a new kind of responsible, regenerative and resilient business



A blueprint for regenerative business

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

Positive impact

Any business may

create positive impact itself

by taking action to foster wellbeing or restore the environment

Any business may

amplify the positive impact of others

by helping them take action to foster wellbeing or restore the environment

Direct business impact

Indirect business impact

Every business must

eliminate its own negative impact

by avoiding all actions that undermine wellbeing or degrade the environment

Any business may

reduce the negative impact of others

by helping them avoid actions that undermine wellbeing or degrade the environment

Negative impact

The Future-Fit Business Benchmark

Positive
impact

Positive Pursuits

Outcomes that contribute to shared societal objectives



SUPPLIERS

OPERATIONS

PRODUCTS

SOCIETY

Break-Even Goals

Thresholds for safeguarding people and causing no harm

Negative
impact

A strategic management tool for building a regenerative business

Issue-specific information, guidance and KPIs

A disclosure framework for effective communication

Mapped to the SDGs and other frameworks, such as the EU Taxonomy

The big question for today...

Positive
impact

...without doing anything here?



Negative
impact

Is it possible to eliminate
GHGs here...



Thank you!

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