



**Future-Fit**  
Business Benchmark

# Making New Zealand Future-Fit: Measuring what matters for transformational change

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Future-Fit Foundation creates free tools to help companies and investors respond to today's biggest challenges in ways that create long-term value for themselves and society as a whole.



What is future-fitness?

A **Future-Fit<sup>®</sup>** Society will protect the possibility that humans and other life can flourish on Earth forever.

Environmentally restorative

Socially just

Economically inclusive



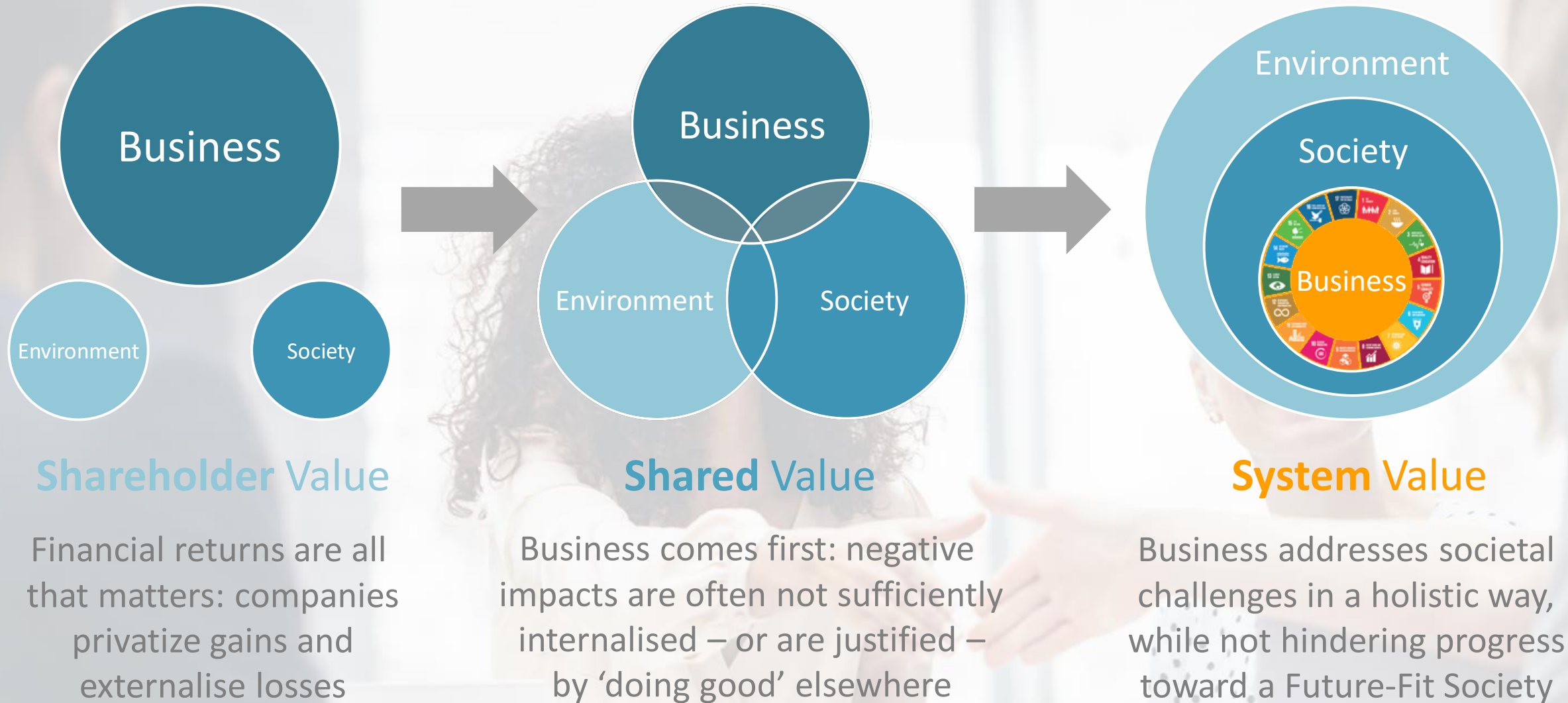


***“If you define the goal of a society as GDP, that society will do its best to produce GDP.***

***It will not produce welfare, equity, justice, or efficiency unless you define a goal and regularly measure and report the state of welfare, equity, justice, or efficiency.”***

**Donnella Meadows**

# For meaningful progress, we must rethink “value creation”





**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**

# What does a Future-Fit New Zealand look like?



**Responsible:** Companies identify and eliminate their harm, financial institutions invest in business transformation, and policy focuses on the laggards

**Regenerative:** Company success is synonymous with System Value creation, financial institutions seek to invest in positive impact, and policy encourages this innovation

**Resilient:** Businesses and communities can withstand shocks, embracing a holistic approach to risk management



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# What does a Future-Fit New Zealand look like?

A photograph of several white wind turbines on a coastal landscape. The turbines are positioned in a row, with the closest one in the foreground and others receding into the distance. The sky is blue with scattered white clouds. The water in the foreground is calm, reflecting the sky and the turbines. The image is framed by a blue and orange geometric design.

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# Future-Fit can help you on the journey

The Future-Fit Business Benchmark is an open-source (*i.e. free!*) strategic management tool that helps you operationalize your approach to the world's most pressing social and environmental issues

Future-Fit Foundation seeks to provide you with the information and tools you need to understand, measure and manage these complex issues

We're excited to be growing a Future-Fit Community in New Zealand and to take part in this collective journey towards a shared vision for a Future-Fit Society





# Thank you!

**Martin Rich**

[www.futurefitbusiness.org](http://www.futurefitbusiness.org)



[martin@futurefitbusiness.org](mailto:martin@futurefitbusiness.org)



[@futurefitmartin](https://twitter.com/futurefitmartin)