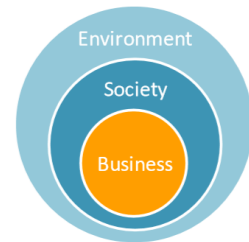




## Top take-outs from the event, Auckland, 3 March 2020

A **Future-Fit Business** in no way undermines the well-being of people or the planet and is considered universally as a force for good, leading towards a Future Fit Society.

A **Future-Fit Society** protects the possibility that humans and other life will flourish on Earth forever, by being environmentally restorative, socially just, and 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, environmental scientist)*

### The challenge

1. Business, the community and the environment are a system and depend on one another to thrive.
2. Businesses need to act urgently and decisively to reduce the threats of climate change and social unrest and become genuinely sustainable: responsible, regenerative and resilient.
3. This starts with rethinking ‘value creation’. We need to move from creating ‘shareholder value’ or ‘shared value’ to creating ‘systems value’.

### The Future-Fit Business Benchmark

4. The Benchmark is an open source strategic management tool. It translates 30+ years of science and systems thinking into practical tools that businesses can use to become genuinely sustainable and meet the UN’s Sustainable Development Goals (SDGs).
5. The Benchmark consists of 23 interlinking social, environmental and economic goals which help businesses measure, report on and create systems value.
6. The Benchmark:
  - is data-driven and objective;
  - gives businesses what they currently lack: a clear view of where to head and what and how much they need to do to be genuinely sustainable;
  - builds on businesses’ existing sustainability programmes, targets and reporting (e.g. <IR>) by sharpening the strategic focus, identifying gaps/shortfalls, and forcing businesses to ‘think differently’ and make transformational changes.
  - is gaining momentum in New Zealand, Europe, Canada and Australia.

### Management and governance insights

7. The 23 goals are ‘good business practice’. They are all things businesses should already be doing.

8. The Benchmark provides a 'more rounded' way to look at business. It forces directors and managers to look long-term and consider the social and environmental opportunities and consequences of decisions.
9. The Benchmark reflects the Māori view of business: people, the environment and business are strongly connected; businesses are intergenerational guardians and must create social, environmental and economic value ('systems value').
10. Great talent will be key to success in the future. Businesses that work in Future-Fit ways will be well positioned to attract top talent.

### Sustainability insights

11. The Future-Fit goals form a system, and the social goals are as important as the environmental ones.
12. To make change we need to act collectively and bring individuals (and diverse voices) together. The Future-Fit tools encourage this.

### Investment insights

13. Businesses that fail to take the environment and society into account will be starved of capital in the future.
14. To be sustainable into the future, businesses and investors may need to accept lower returns now while they focus on creating systems value in future years.

### The opportunity for New Zealand

15. Our main industries (tourism and agriculture/horticulture) depend on a healthy environment and employ large numbers of New Zealanders. We need to protect these valuable parts of our system.
16. New Zealand's size and close business networks give us a unique opportunity to work together to become genuinely sustainable. We will all make faster progress together.
17. Two New Zealand businesses (THL (Tourism Holdings) and ZipTrek) have adopted the Benchmark and others are considering it.

### More information

- The event web page: <url here> - recordings and presentations
- [The Future-Fit Business Benchmark](#) (website of the Future-Fit Foundation)
- [The Future-Fit Business Benchmark](#) (three-minute video)

