

Wolf & Player

& Future-Fit Business

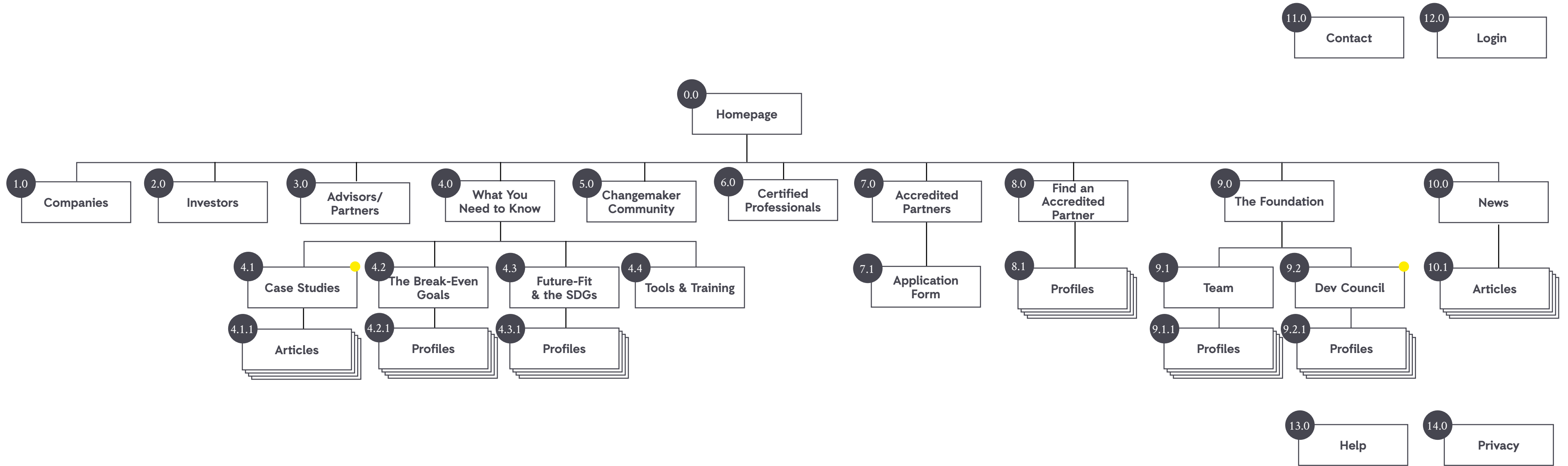
Website 2.0 Wireframes



Future-Fit Business

Website 2.0 Wireframes

Sitemap - Public



We help companies and investors transform how they create long-term value, for themselves and society as a whole.

Environmentally Restorative

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[Explore Future-Fitness? >](#)



Watch our 3-minute explainer video...

What is Future-Fitness?

Translating 30+ years of scientific research into practical tools designed to guide real progress.

A wide range of businesses, from startups to global corporations and investors, are already using the Benchmark to help set more authentic and business-relevant goals, to take better day-to-day decisions in pursuit of those goals, and to talk more effectively about their progress.

For Companies

Company Benefit

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For Investors

Investor Benefit

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For Advisors/Partners

Advisor/Partner Benefit

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Changemaker Community

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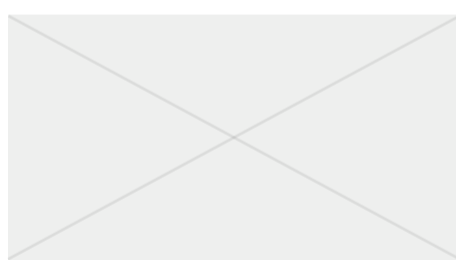
News

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Release 2 launch

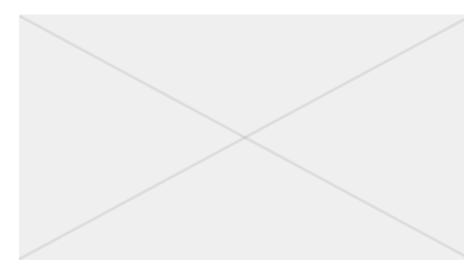
2 April 2017 | Geoff Kendall

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Request for comments now closed.

2 April 2017 | Geoff Kendall



Measuring true impact: How science is defining what being a truly sustainable company really means.

2 April 2017 | Geoff Kendall



Partnership with Sustainalytics announced at SB New Metrics 2016.

2 April 2017 | Geoff Kendall



About Us

The Future-Fit Foundation is a non-profit organization whose vision is a future in which everyone on Earth can flourish, forever.

Get involved

These leading organizations are on the path to becoming Future-Fit®. Are you?

[Learn more >](#)



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**We help companies and investors transform
how they create long-term value, for
themselves and society as a whole.**

Environmentally Restorative

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Watch our 3-minute
explainer video...

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What You Need to Know

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The Break-Even Goals

Future-Fit & the SDGs

Tools & Training

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Companies

Create long-term value. Learn from peers.

To thrive in an uncertain future, today's companies must embrace and manage disruption, and must clearly and credibly articulate how they are creating long-term value for their shareholders and society as a whole. This is where the Future-Fit Business Benchmark comes in.

[Explore Future-Fitness >](#)
[Tools & Training >](#)

<h3>A clear destination</h3> <p>The Benchmark identifies the environmental and social performance thresholds that all companies must ultimately strive to reach, and a way to assess progress toward them.</p> <p>Learn More ></p>	<h3>A guide for innovation</h3> <p>The Benchmark helps companies zero in on the best ways to have a positive impact on the world, from production and procurement practices to products and business models.</p> <p>Learn More ></p>	<h3>A tool for engagement</h3> <p>The Benchmark helps companies assess and articulate the true value of their actions and ambitions, to foster better engagement with employees, investors and others.</p> <p>Learn More ></p>
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Why Us?

The benchmark enhances and expands your existing efforts by being grounded in science and developed by experts.

Based on system science

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Developed by peers

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Aligned with the SDGs

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Case study

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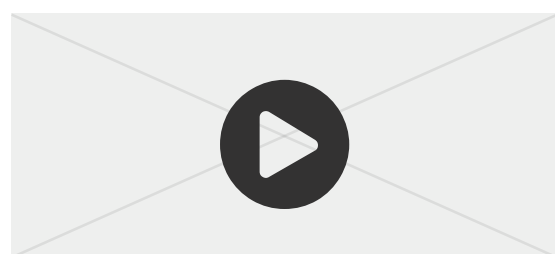
What They Say...

The world's leading companies agree...

	<p>“</p> <p>It's the mutts nuts lorem ipsum dolor sit amet, consectetur adipiscing elit!</p> <p>Co-Founder & CEO</p>		<p>“</p> <p>It's the mutts nuts lorem ipsum dolor sit amet, consectetur adipiscing elit!</p> <p>Co-Founder & CEO</p>
<p>“</p> <p>It's the mutts nuts lorem ipsum dolor sit amet, consectetur adipiscing elit!</p> <p>Co-Founder & CEO</p>		<p>“</p> <p>It's the mutts nuts lorem ipsum dolor sit amet, consectetur adipiscing elit!</p> <p>Co-Founder & CEO</p>	

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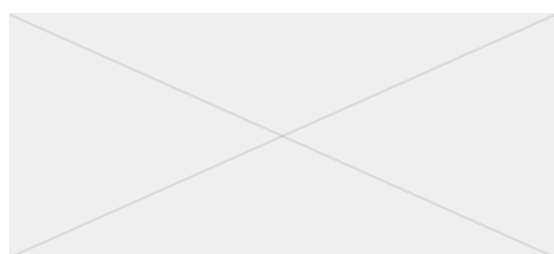
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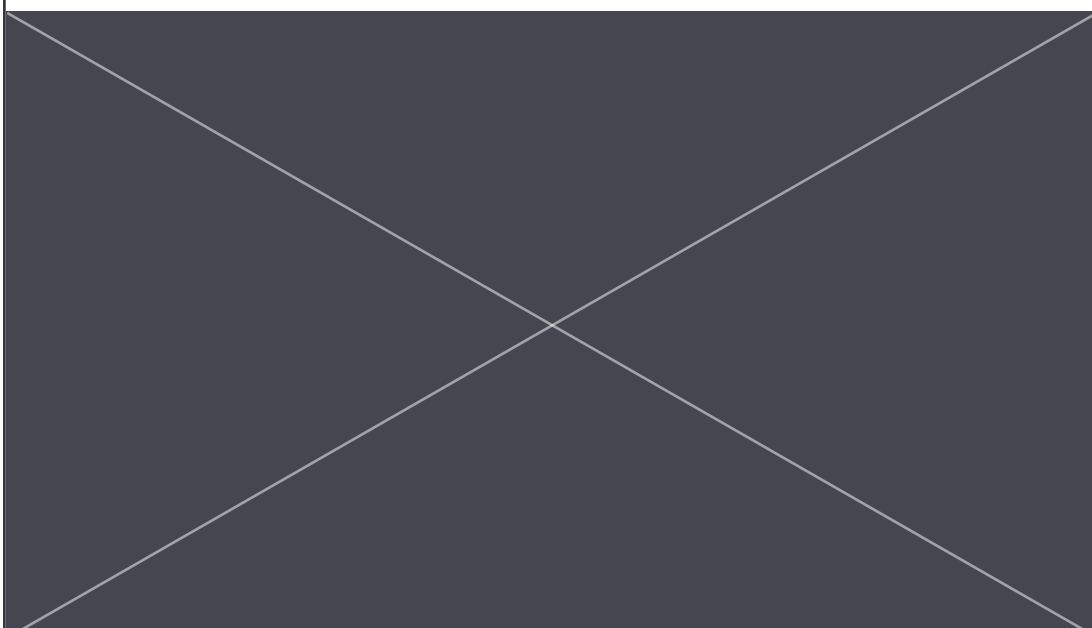
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Investors

Capitalise on emerging opportunities, identify the winners of the future.

In an uncertain world, it is critical that investors are able to assess their exposure to systemic risks, and to determine whether the companies they invest in are well-placed to capitalize on emerging opportunities.

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[Tools & Training >](#)

Make better investment decisions

Whilst the industry has made great strides in recent years, backward-looking data and relative performance metrics only tell part of the story.

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Concise, consistent, meaningful data

Grounded in qualitative and quantitative analysis of both company performance and preparedness.

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Accurately assess exposure to risk

Data which enables you to more accurately assess company value, engage more deeply with senior management.

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Why Us?

You can be sure of the quality of the data as the benchmark is grounded in science and developed by expert peers.

Based on system science

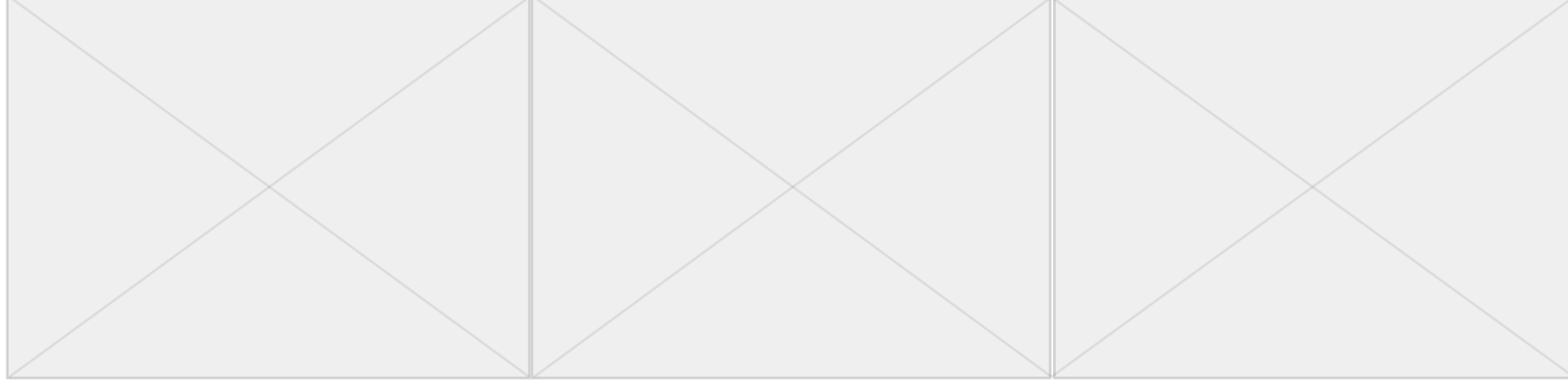
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Developed by peers

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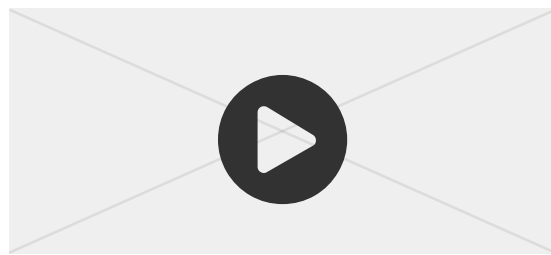
What They Say...

The world's leading investors are already using the benchmark to make better investment decisions...

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Start teaching others

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Why Us?

Three benchmark is being used by an ever growing number of companies who need support on their journey.

Companies

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Investors

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Case study

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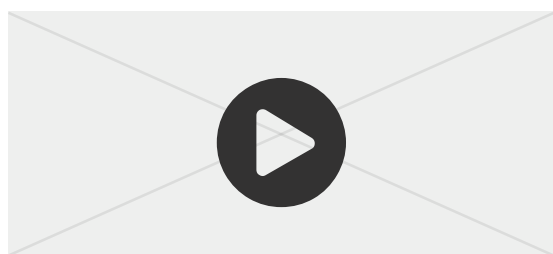
What They Say...

The world's leading Advisors/Partners are already using the benchmark and gaining value through Changemaker Community engagement.

	<p>“</p> <p>It's the mutts nuts lorem ipsum dolor sit amet, consectetur adipiscing elit!</p> <p>Co-Founder & CEO</p>		<p>“</p> <p>It's the mutts nuts lorem ipsum dolor sit amet, consectetur adipiscing elit!</p> <p>Co-Founder & CEO</p>
<p>“</p> <p>It's the mutts nuts lorem ipsum dolor sit amet, consectetur adipiscing elit!</p> <p>Co-Founder & CEO</p>		<p>“</p> <p>It's the mutts nuts lorem ipsum dolor sit amet, consectetur adipiscing elit!</p> <p>Co-Founder & CEO</p>	

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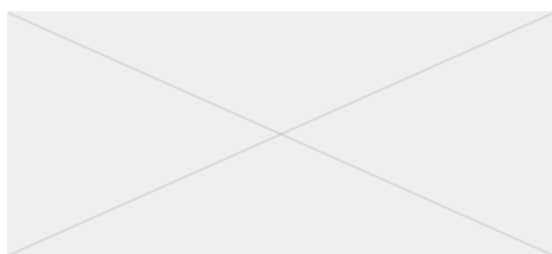
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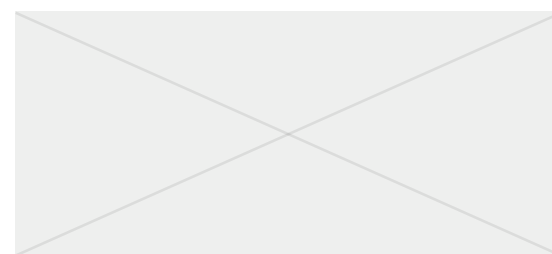
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Accredited Partners

Are you an advisory firm, training organization or platform provider who shares our vision for a Future-Fit society?

Once you have at least one member of your team who is a Certified FF Practitioner you can become an Accredited Service Provider and access a range of commercial benefits.

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What You Need to Know

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



Future-Fit Explained in 3 minutes

<p>Why Future-Fitness?</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p> <p>Learn More ></p>	<p>How Future-Fitness Works</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p> <p>Learn More ></p>	<p>Take the Crash Course</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p> <p>Learn More ></p>
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Why Future-Fitness?

Our global economy is not fit for purpose: we are degrading the environment, failing to meet the basic needs of billions of people, and not adequately incentivizing business to tackle these problems.

Environment

We are disrupting and degrading Earth's natural processes, upon which we as a species and all other life depend.

Society

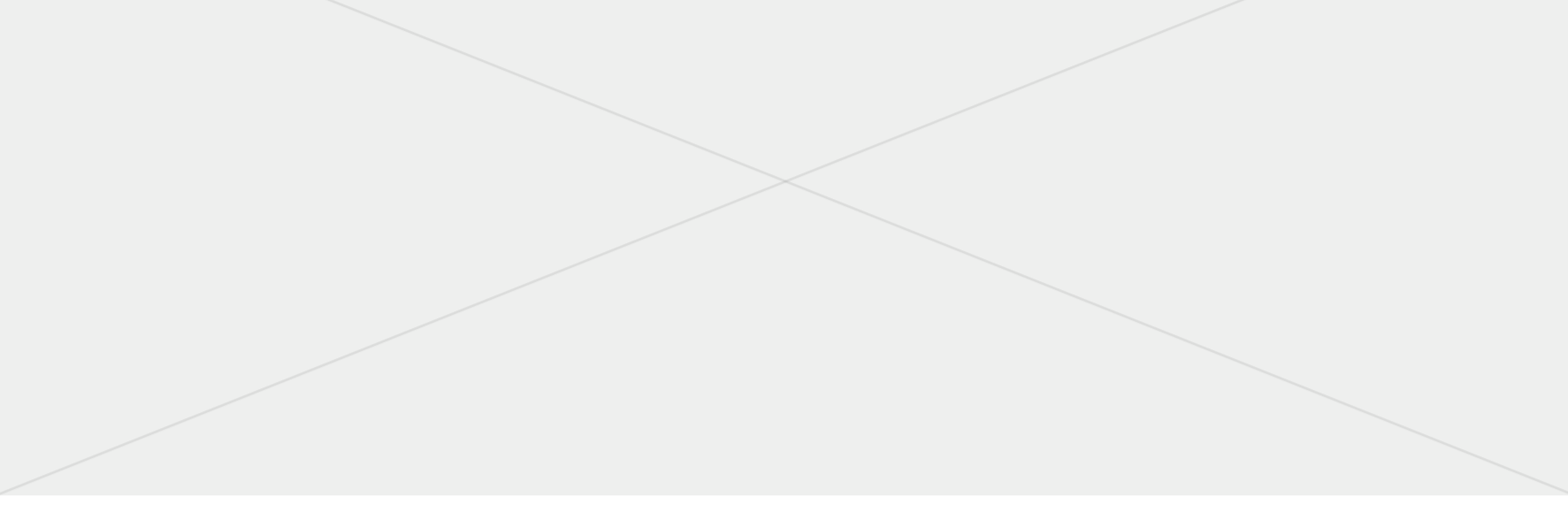
The basic needs of billions of people around the world are not being met, while the gap between the haves and have-nots grows.

Business

Business has the power to address these critical challenges, but today's markets are doing little to encourage bold action.

Rethinking Long-Term Business Value

Companies don't exist in a vacuum: business can only thrive if society prospers, which in turn demands that we safeguard Earth's life-support systems.



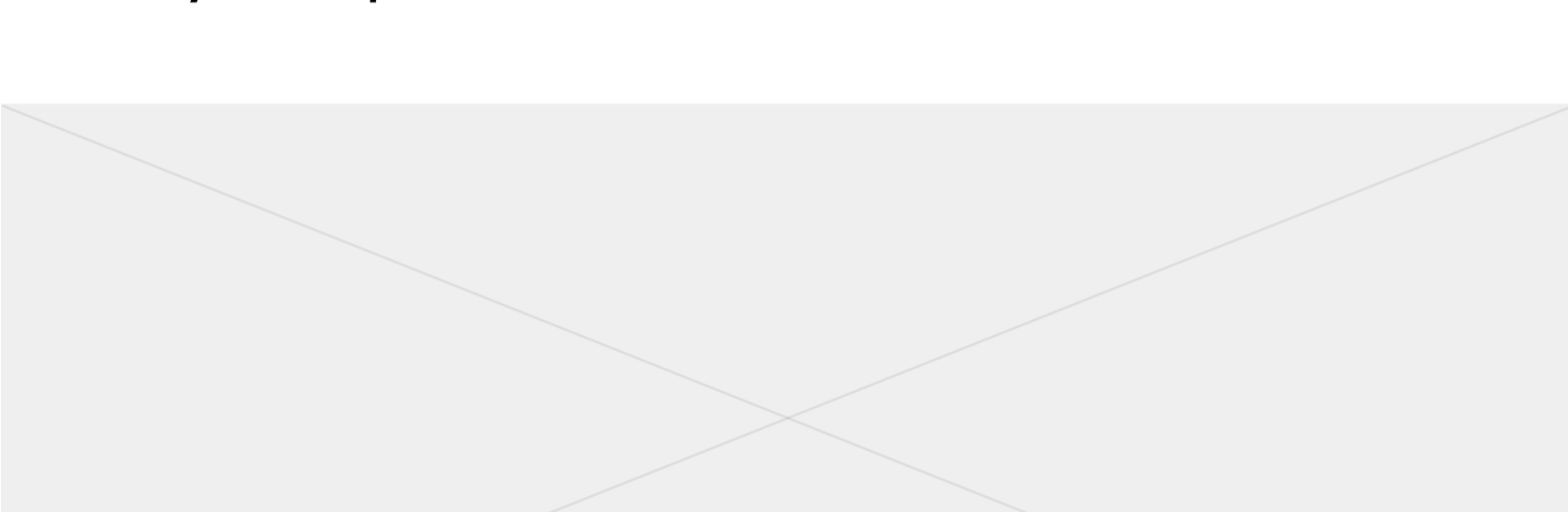
Disrupt or be Disrupted

Markets are already changing in new and unexpected ways. Threats to existing business models will only continue to rise as societal expectations shift and environmental pressures grow.



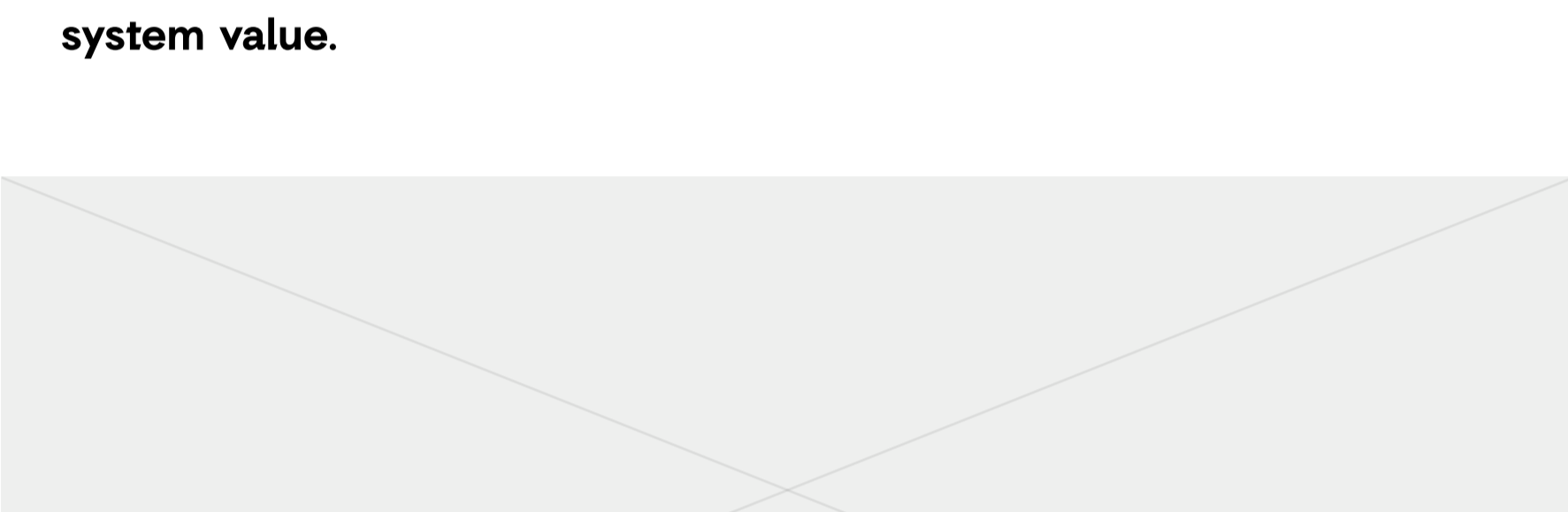
Systems Science Already Has the Answers

An academically rigorous, systems-based framework sets out eight social and environmental system conditions that together determine how a Future-Fit society must operate.



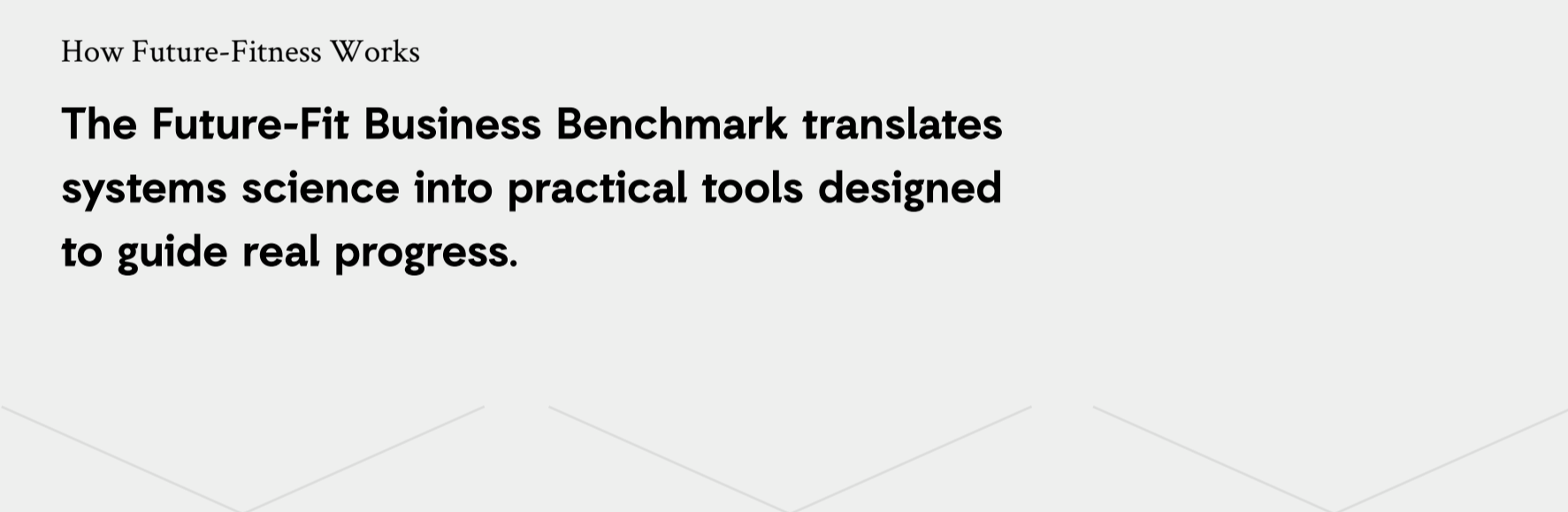
Mobilizing Business

For society to become Future-Fit, we must encourage and equip all market actors to focus on creating system value.



How Future-Fitness Works

The Future-Fit Business Benchmark translates systems science into practical tools designed to guide real progress.



A Clear Destination

The Benchmark identifies the environmental and social performance thresholds that all companies must ultimately strive to reach, and a way to assess progress toward them.

A guide for innovation

The Benchmark helps companies zero in on the best ways to have a positive impact on the world, from production and procurement practices to products and business models.

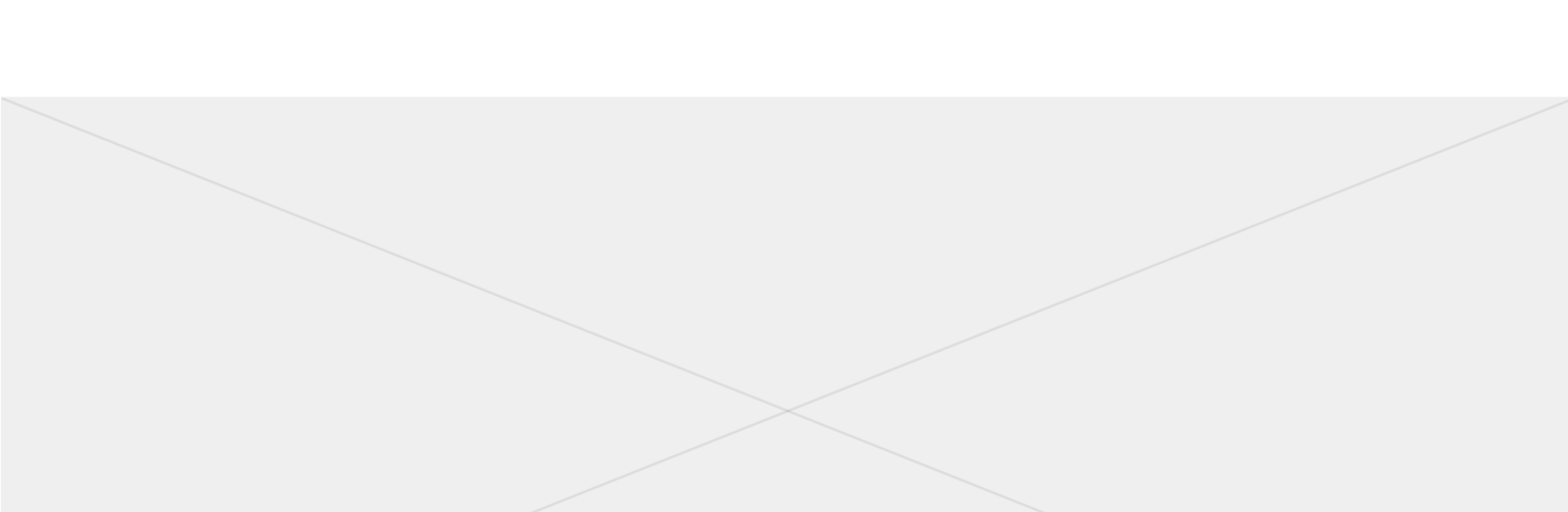
A tool for engagement

The Benchmark helps companies assess and articulate the true value of their actions and ambitions, to foster better engagement with employees, investors and others.

A clear destination.

The line in the sand all companies must strive to reach.

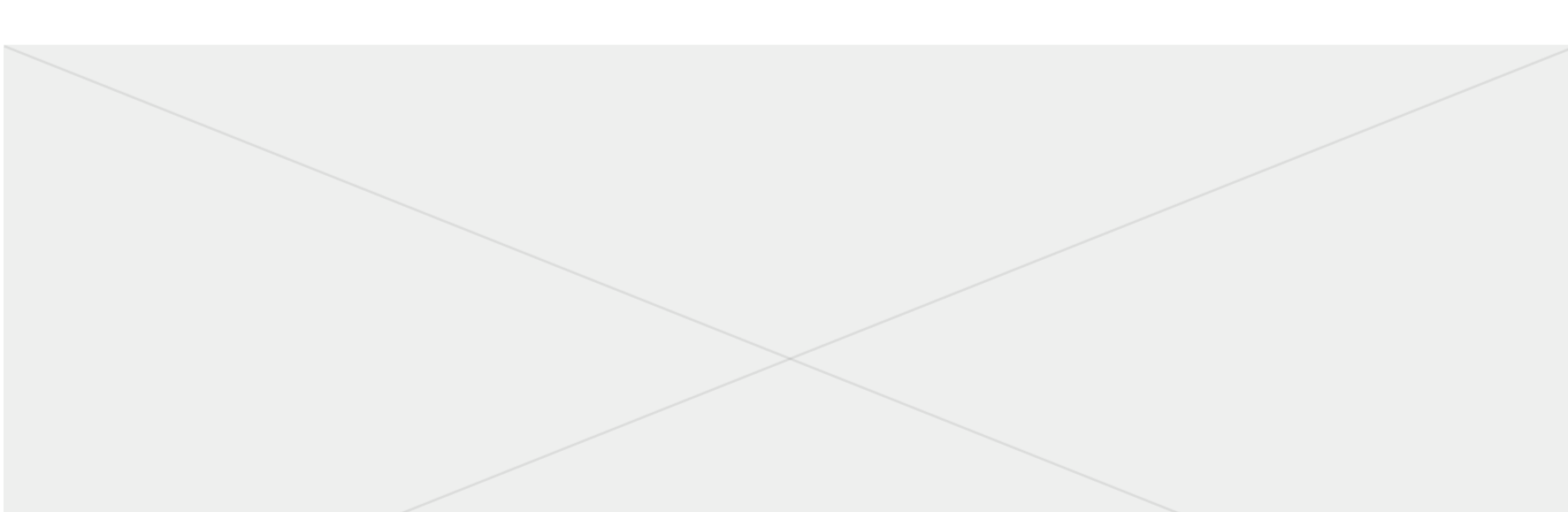
The Benchmark identifies the extra-financial break-even point for business, expressed as a unified set of social and environmental goals. Each goal is complemented by indicators designed to support effective monitoring of progress.



A guide for innovation

Where companies can have the most positive impact.

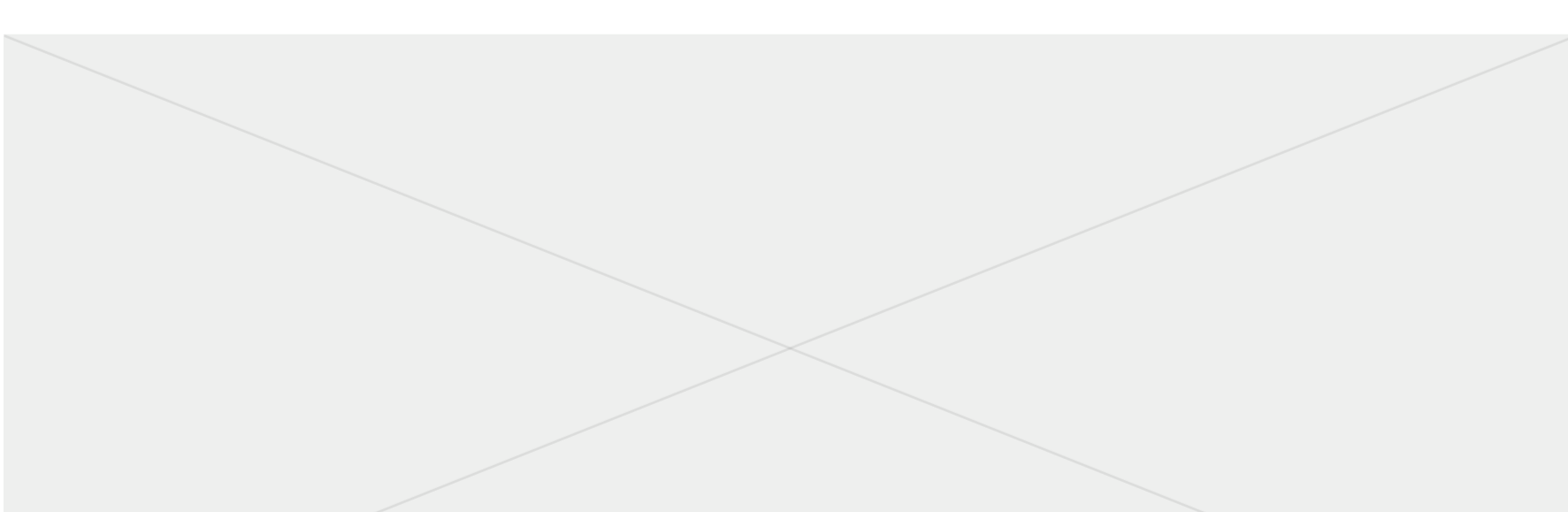
By clearly identifying how specific project- and product-based innovations can contribute to society's future-fitness, the Benchmark helps companies translate well-meaning intentions into meaningful, measurable impact in and beyond their value chains.




A tool for engagement

Assess and articulate progress more effectively.

Extra-financial information is rarely tracked or presented in ways that meet the needs of internal or external audiences.





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Discover how Future-Fitness can benefit you and your company.

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For Investors

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Client Name

How a global diamond company is measuring its impact and creating value.

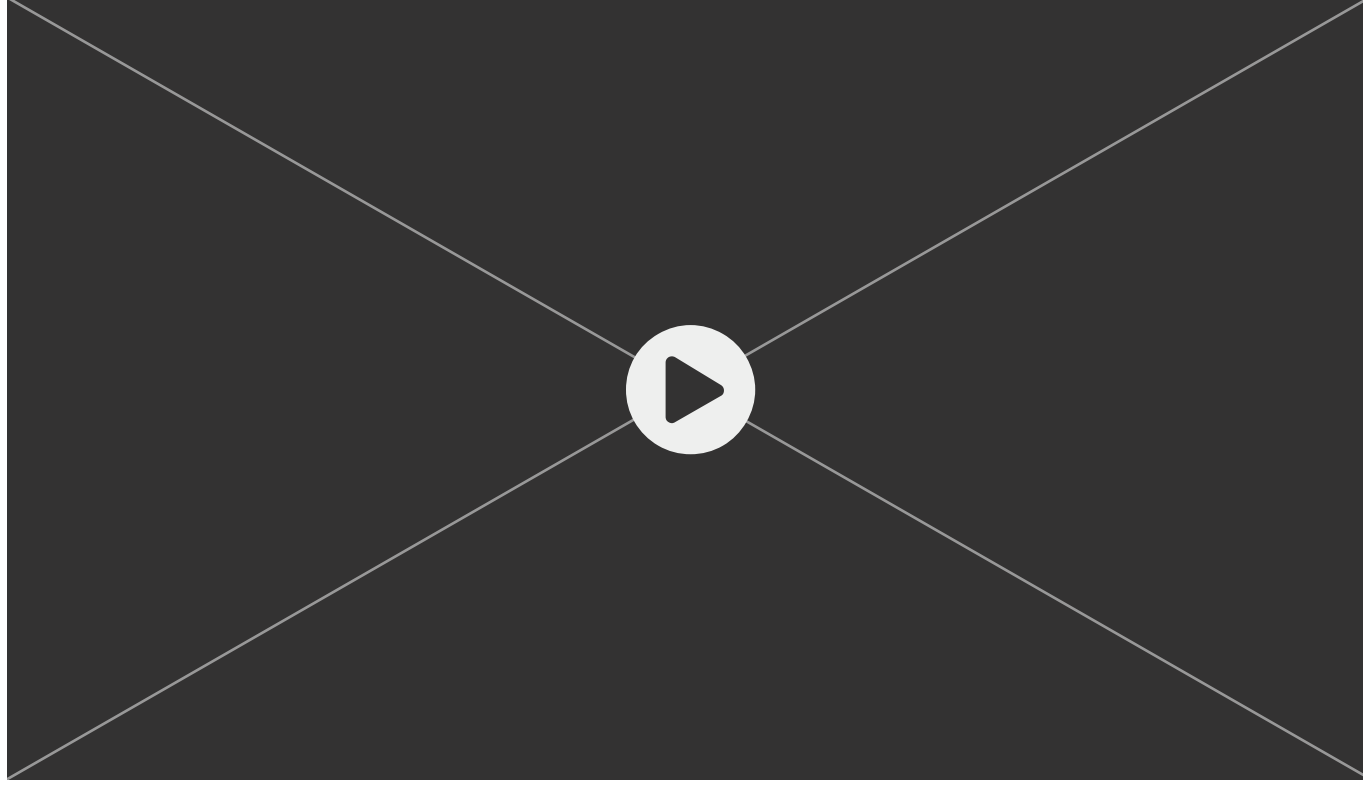
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After 18 months of work with The Body Shop, Novo Nordisk, Grant Thornton and other early adopters, the updated Release 2 of the Future-Fit Business Benchmark promises to further solidify the extra-financial criteria that all businesses must meet if they are going to thrive in an increasingly volatile and resource-constrained world.

“The demands that we are now placing on the Earth have reached unprecedented levels, and the science tells us that all companies need to do more. But how much more? The Future-Fit Business Benchmark has given us the answer, in the form of a clear, science-based destination to aim for: A North Star by which to guide our journey to true sustainability.”

Chris Davis, International Director of Corporate Social Responsibility, The Body Shop.

Future-Fit Foundation is a non-profit organisation that translates systems science into free tools which equip business leaders to respond authentically and successfully to today's biggest societal challenges. The Benchmark enables any company to assess the positive and negative impacts of its actions, and report on these to stakeholders in a concise, consistent, comparable way.



Though a relatively young organisation, the Foundation has had substantial early success, building momentum across businesses through its flagship Development Council membership program. Members include The Body Shop, Novo Nordisk, Grant Thornton, DeBeers, Eileen Fisher, Avery Dennison, Covestro and Imaginea Energy. Working with the Foundation, these companies are helping to co-evolve the Benchmark as early adopters and critical challengers.

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Start Using the Tools

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The Break-Even Goals

The Future-Fit Break-Even Goals are the line in the sand every company must reach.

Type: **Business Inputs** **Business Activities** **Employees** **Products** **Citizenship**

SDG: **1.No Poverty** **2.Zero Hunger** **3.Good Health and Well-being** **4.Quality Education** +

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FF01 | Business Inputs

Energy is from renewable sources

A Future-Fit Business ensures that all energy consumed – as electricity, heat or fuel – is derived from renewable energy sources: solar, wind, ocean, hydropower, geothermal resources, and biomass.

There is no longer any doubt that the systematically increasing concentration of greenhouse gases (GHGs) in the atmosphere resulting from the burning of fossil fuels is contributing to climate change and ocean acidification. Further, ever-riskier fuel extraction methods, including shale gas fracking and Arctic drilling, cause disproportionate disruption to the environment.

By ensuring energy comes from renewable sources, companies do not contribute to the demand for fossil fuels and their associated emissions, nor to the over-harvesting of resources such as oil whose value to society extends far beyond combustion.

To be Future-Fit, a company must ensure that all energy consumed – as electricity, heat or fuel – is derived from renewable energy sources: solar, wind, ocean, hydropower, geothermal resources, or biomass.

Why this goal is needed?

The benefits of burning fossil fuels comes at a high cost to the environment
A molecule of CO2 generated by burning fossil fuels will, in the course of its lifetime in the atmosphere, trap a hundred thousand times more heat than was released in producing it.

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A molecule of CO2 generated by burning fossil fuels will, in the course of its lifetime in the atmosphere, trap a hundred thousand times more heat than was released in producing it.

SDGs this will contribute to

7. Affordable and Clean Energy

12. Responsible Consumption and Production

13. Climate Action

Related Future-Fit Goals

FF03. Natural resources are managed to respect the welfare of ecosystems, people and animals

FF04. Procurement safeguards the pursuit of future-fitness

FF06. Operations emit no greenhouse gases

FF17. Products do not harm people or the environment


FF18. Products emit no greenhouse gases

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Future-Fit & the SDGs

By striving to become Future-Fit® you can be sure you are helping progress toward the UN SDGs.

In September 2015, the 193 countries of the UN General Assembly adopted 17 Sustainable Development Goals (SDGs) with a view to ending poverty, protecting the planet, and ensuring prosperity for all. Each SDG is accompanied by a set of targets for 2030, and we all need to play our part to reach them. But what does that mean for business? In some industries (such as energy and agriculture) there are obvious areas of alignment, but in fact every company can make a clear and credible contribution to all SDGs by pursuing Future-Fit Break-Even goals.

1. End poverty in all it's forms	1. End poverty in all it's forms	1. End poverty in all it's forms	1. End poverty in all it's forms	1. End poverty in all it's forms
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The Break Even Goals

The Future-Fit Break-Even Goals are the line in the sand every company must reach.

[Learn more about the Goals >](#)



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End poverty in all its forms



Poverty is about more than lack of income. It is about ensuring everyone has the resources and resilience needed to secure a sustainable livelihood.

This SDG has several 2030 targets to which every company can contribute. These targets aim to: reduce social discrimination and exclusion; ensure people have equal rights to economic and natural resources, as well as ownership /control over land and other property; provide access to basic services; and reduce people's exposure and vulnerability to economic, social and environmental shocks.

A future-fit company contributes to these aims by:

Paying its employees a living wage: and actively encouraging suppliers to do the same: this ensures that workers across the value chain can afford access to basic services for their families, thus increasing their resilience to unexpected economic, social and environmental shocks.

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Paying its employees a living wage: and actively encouraging suppliers to do the same: this ensures that workers across the value chain can afford access to basic services for their families, thus increasing their resilience to unexpected economic, social and environmental shocks.

Offering its employees fair employment terms: and actively encouraging suppliers to do the same: this ensures that workers across the value chain are not subject to bonded, slave or child labor, and that they can expect decent working conditions including the right to collective bargaining, paid holiday, parental leave and reasonable working hours.

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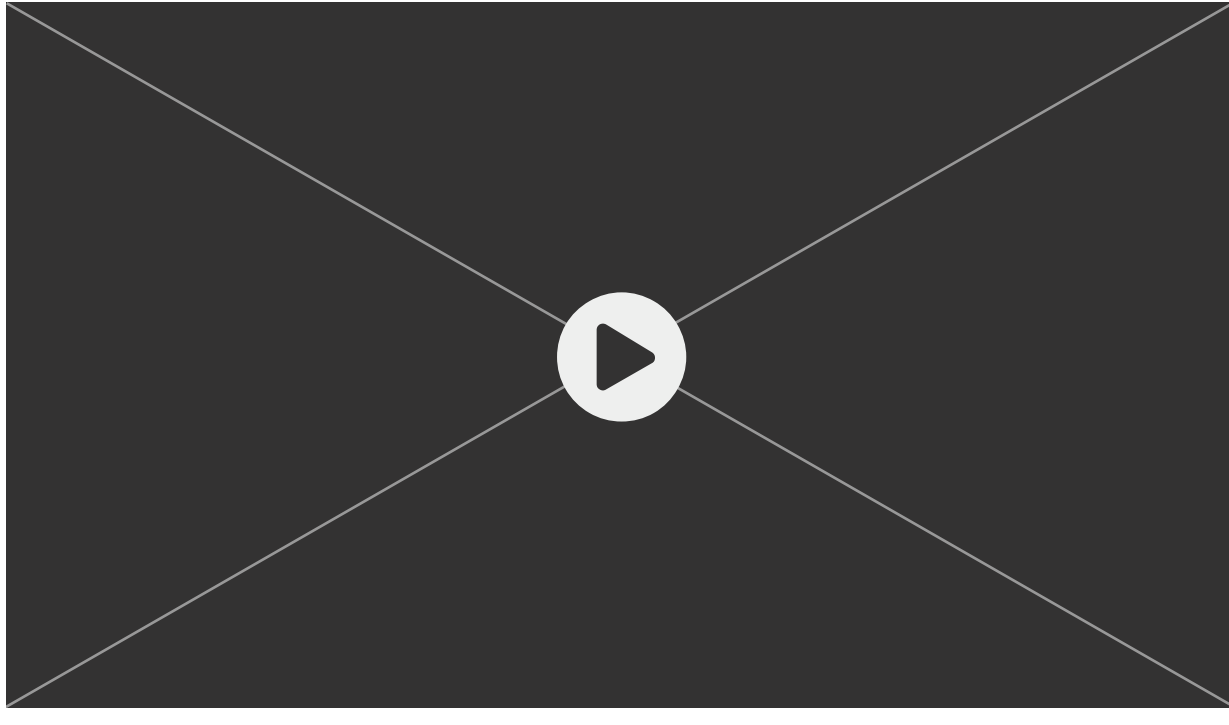
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Crash Course

Watch our 90 minute introductory video to the Future-Fit Benchmark.



Core Guidance

Download the Future-Fit Benchmark methodology and core guidance in full.



Methodology Guide | Release 2

The Methodology document presents the core components of the Future-Fit Business Benchmark, together with details of the development process, and the scientific foundations upon which it was built.

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Cross-goal Guidance | Release 2

The Cross-goal Guidance offers additional information which supplements all goal-specific Action Guides. It is recommended that this is read in advance of pursuing actions related to individual goals.

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Leadership Guide | Release 2

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Break Even Goals

Download an Action Guide for each of the break even goals.

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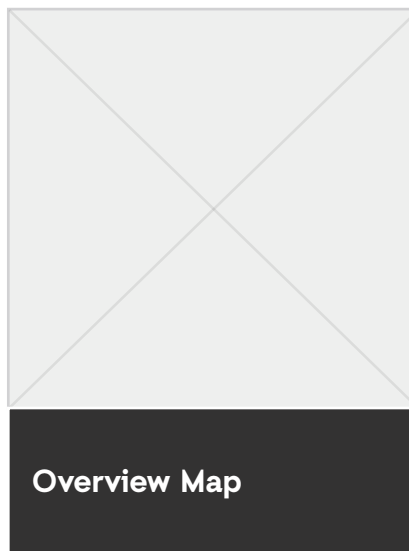
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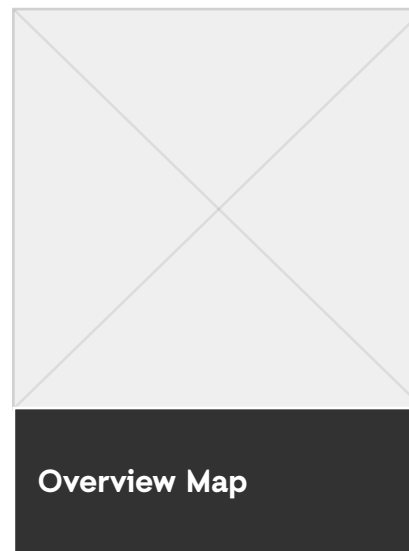
Positive Pursuits

Supporting Resources

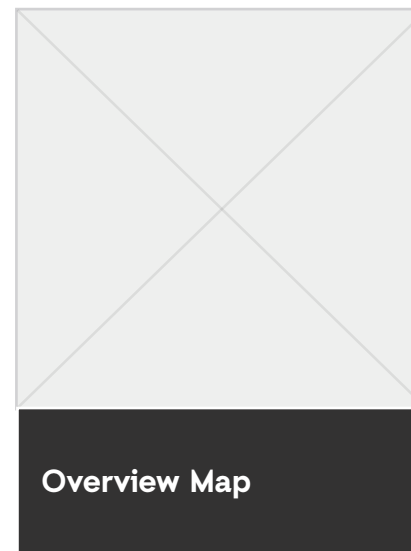
To aid your use of the benchmark we have developed a range of supporting documentation and resources.



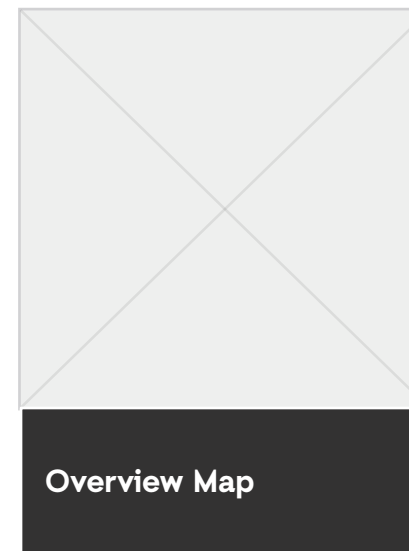
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Overview Map



Overview Map



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At least one employee must be a Certified Professional

At least one employee must go through the Certified Partner process.



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What you will need to be accepted?

- Exam Pass Certificates of Certified Professional
- 3 x Organisational Level Client References

Personal details

<input type="text" value="First name"/>	<input type="text" value="Last name"/>
<input type="text" value="Email address"/>	

Company info

<input type="text" value="Company Name"/>
<input type="text" value="Region"/>

Your organization size

How many people are or will become Certified Partners?

What kind of organization? Select one...

Secondary field appears based on selection in type of organisation drop down.

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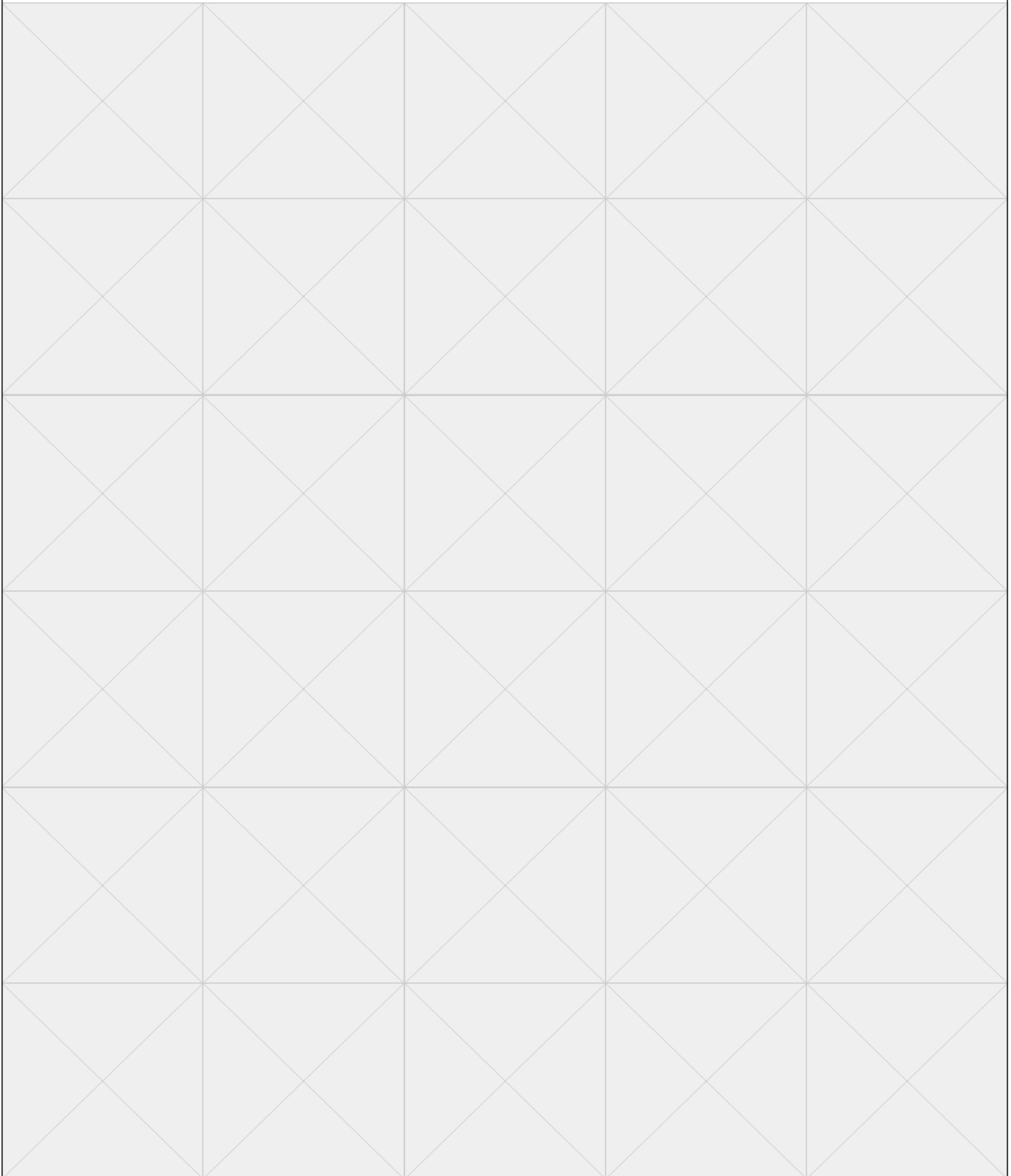
 



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They would like to democratise the future: to raise the profiles of the people and projects working to create a better world. Everyone should be able to understand and engage in the topics that affect us all.



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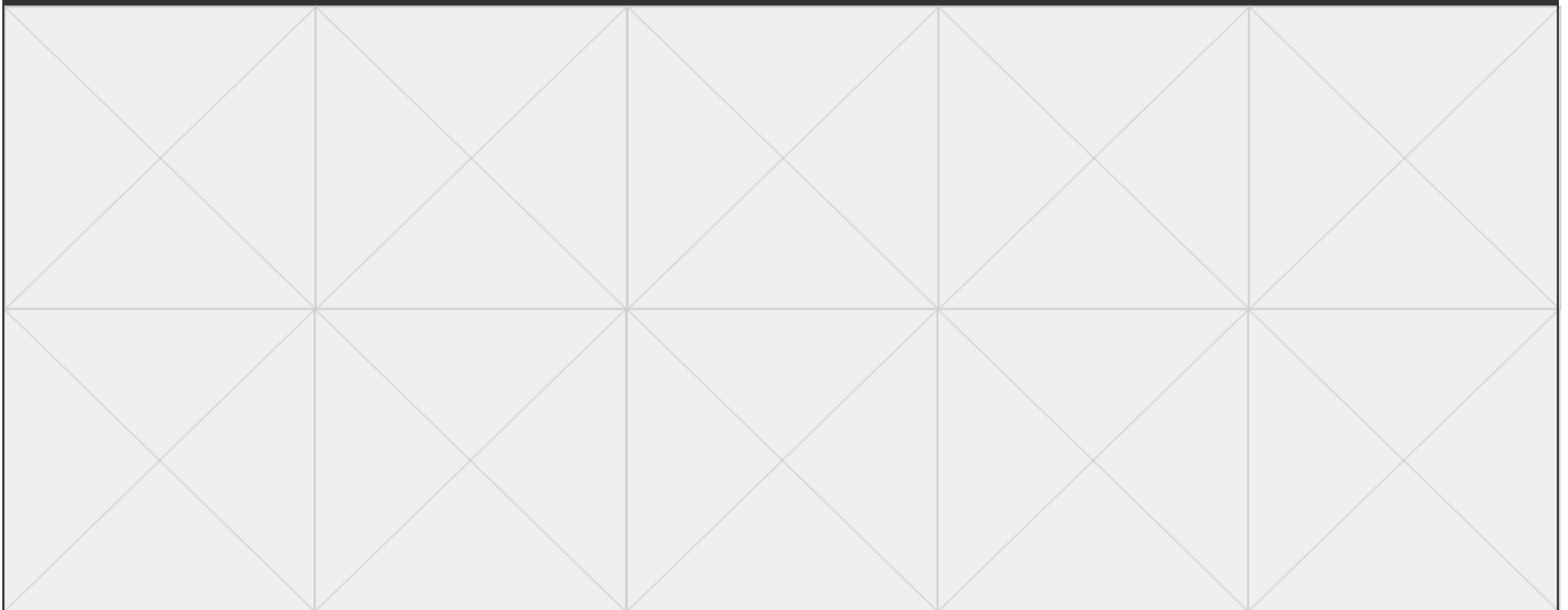
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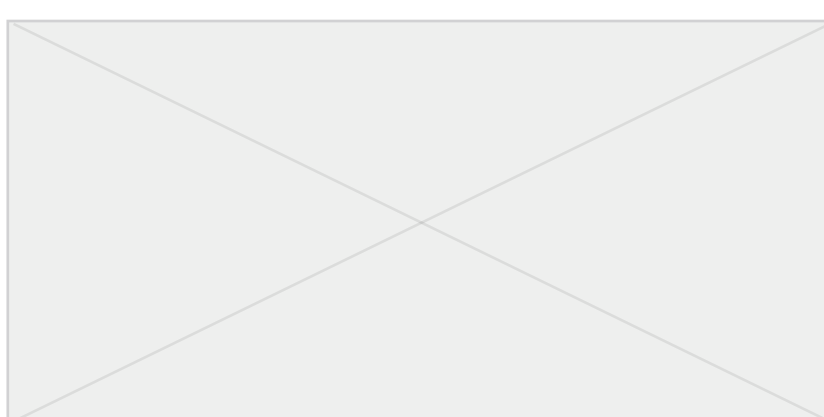


About Us

The Future-Fit Foundation is a non-profit organization whose vision is a future in which everyone on Earth can flourish

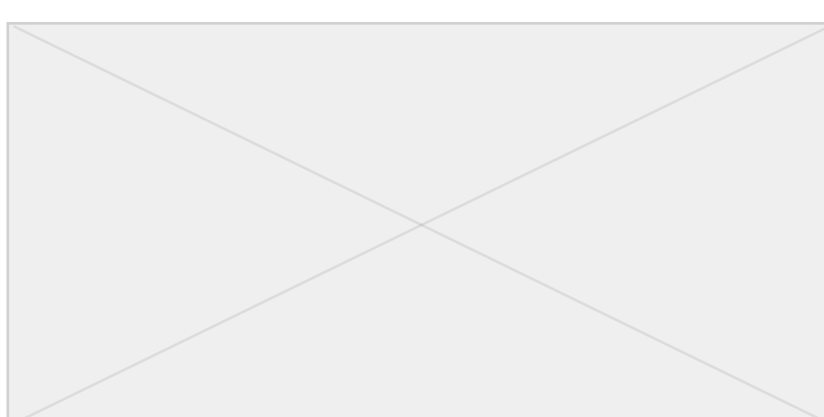
Our Vision

A future in which everyone has the opportunity to flourish. Given the urgency and scale of humanity's most pressing challenges, this vision can only be realised through a rapid and radical shift in the way the global economy works.



Our Mission

To shift the behaviour of such a complex system it is necessary to change the behaviours of the actors within it: companies, investors, governments and individuals. Our mission is to encourage and enable such change.



How we do this...

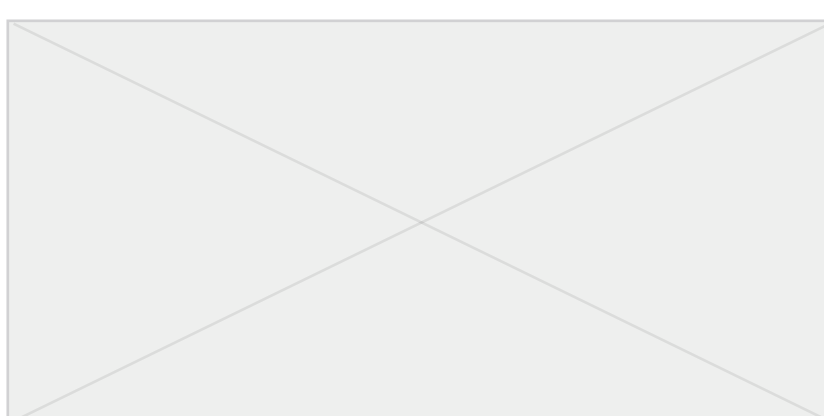
We build tools that equip people with the means to recognize, reward and steer the creation of value across the socioeconomic system as a whole.

Insofar as is possible we aim to curate and collate, rather than create: we start with leading science and draw on the most credible and robust third party resources available.



We can't do it alone

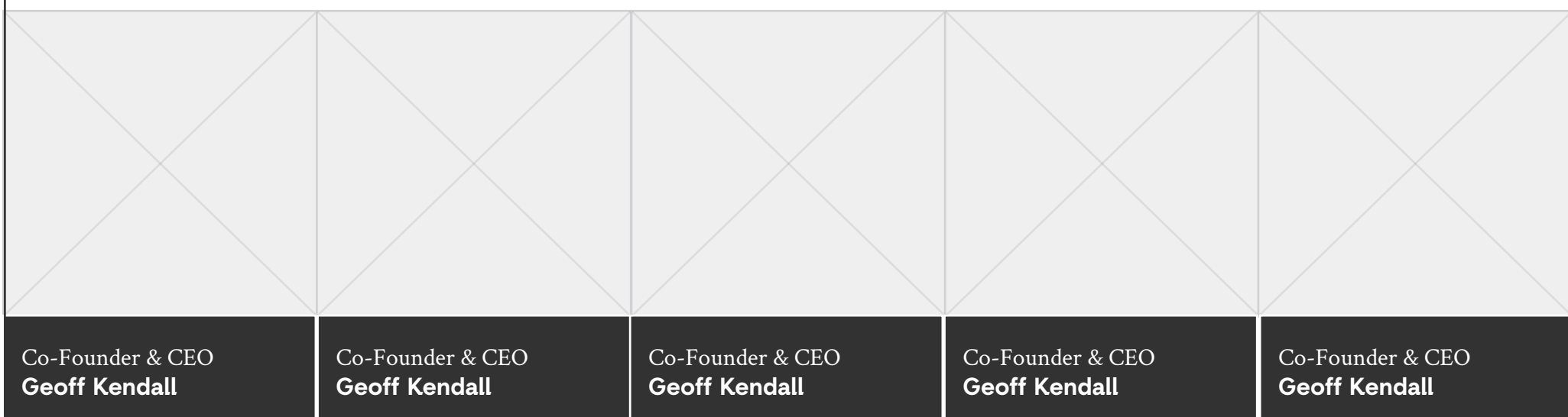
To accelerate awareness and adoption of our work, we are committed to an open, transparent and collaborative development process, a free-to-use licensing model, and a partnership approach designed to empower those who share our vision.



Our People

Our core team is supported by a series of strategic and technical advisors from the world of business.

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Core Team **Board of Trustees** **Strategic Advisors** **Release Council** **Technical Advisors**

Based (mainly) in London, our core team develops and promotes the Future-Fit Business approach and tools.

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Co-Founder & CEO Geoff Kendall	Co-Founder & CEO Geoff Kendall	Co-Founder & CEO Geoff Kendall	Co-Founder & CEO Geoff Kendall	Co-Founder & CEO Geoff Kendall
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An entrepreneur whose experience spans sustainability consulting, high-tech startups, corporate communications and academic research.

Geoff holds a PhD in artificial intelligence, and has co-founded two software businesses. The second of these was acquired by a global technology company, where Geoff went on to serve as marketing director for three years.

Geoff switched careers in 2010, joining London-based think-tank SustainAbility, and for four years he led the communications team and advised some of the world's biggest corporations on sustainable business models. In so doing he realised that there was no reliable way to measure how sustainable a company is now, and how much more it needs to do, and he wanted to fix that. So in early 2014 Geoff left to set up Future-Fit Foundation.

Co-Founder & CEO
Geoff Kendall


 

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Co-Founder & CEO Geoff Kendall	Co-Founder & CEO Geoff Kendall	Co-Founder & CEO Geoff Kendall	Co-Founder & CEO Geoff Kendall	Co-Founder & CEO Geoff Kendall
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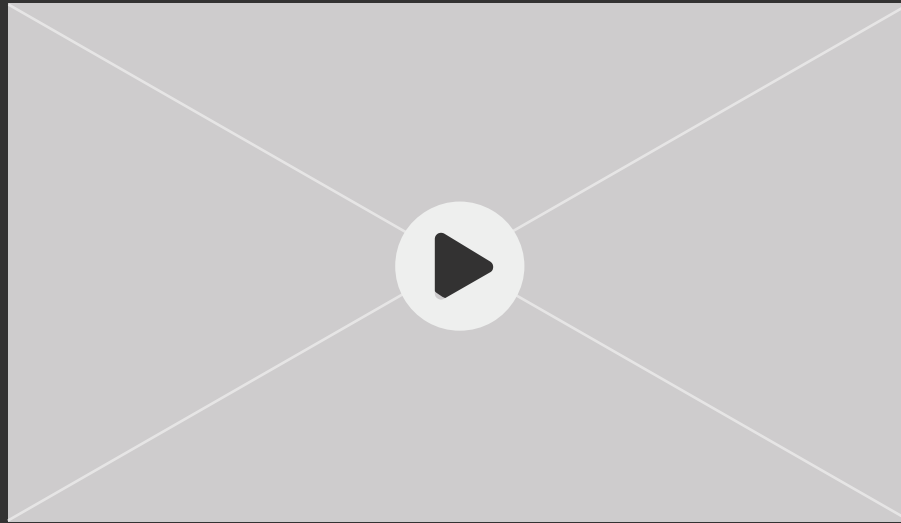
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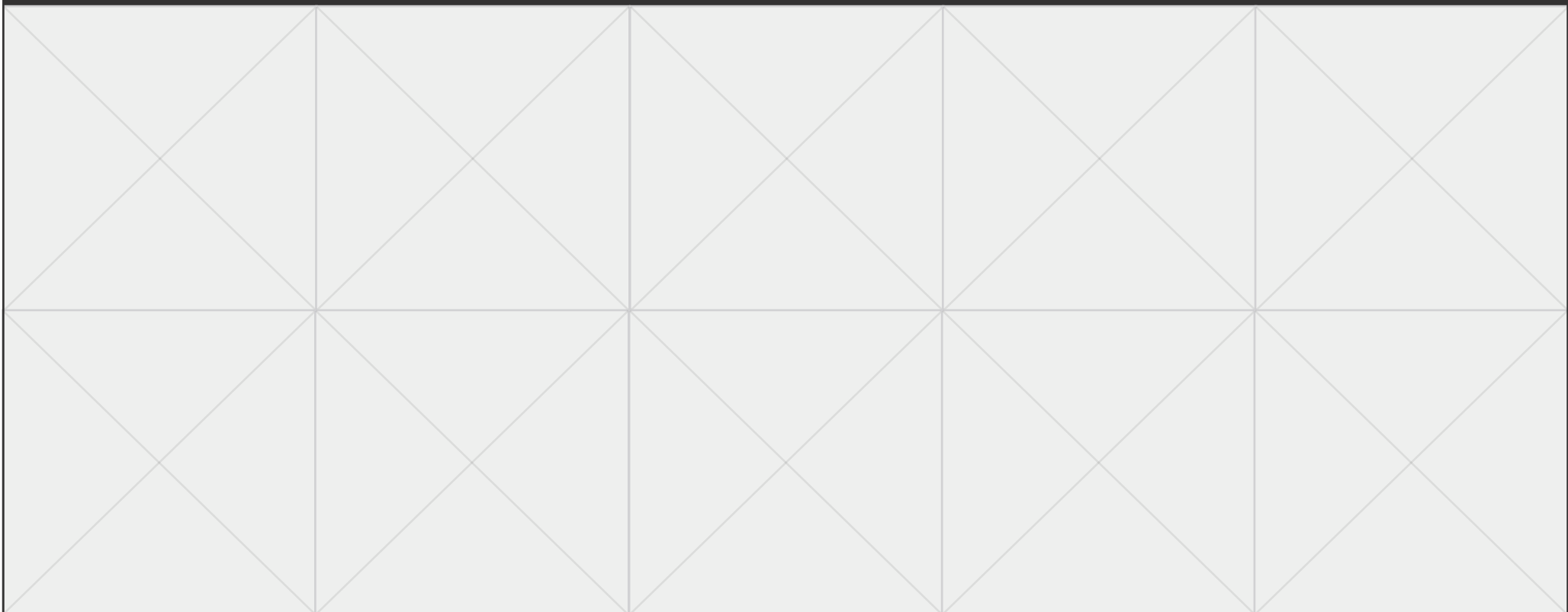


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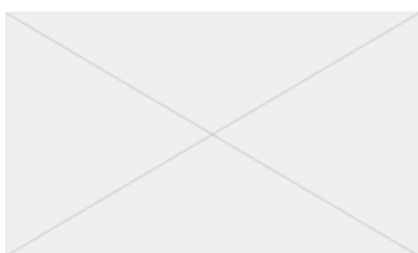
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Measuring true impact: How science is defining what being a truly sustainable company really means.

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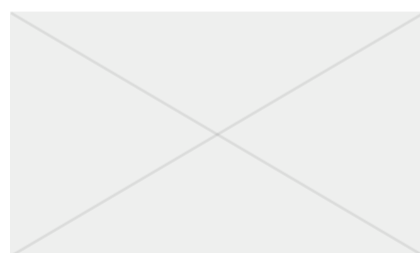
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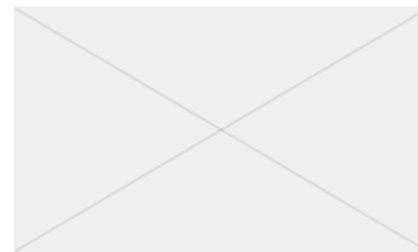
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Partnership with Sustainalytics announced at SB New Metrics 2016.

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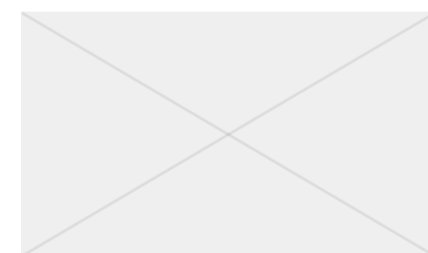
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Insights | 28th June

Measuring true impact: How science is defining what being a truly sustainable company really means



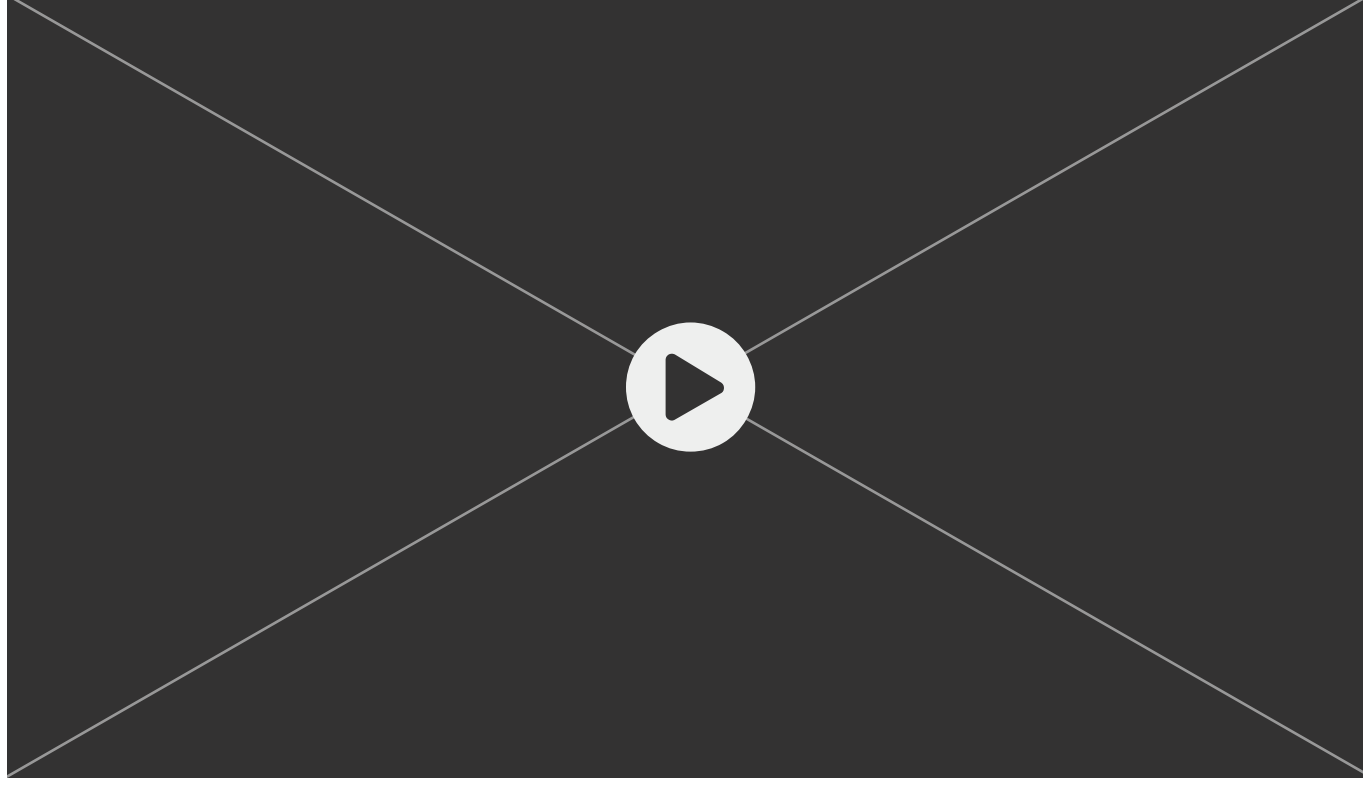
Future-Fit co-founder Martin Rich was recently interviewed by thinkPARALLAX as part of its Perspectives series, to discuss the Future-Fit Business Benchmark. You can download the full report here.

After 18 months of work with The Body Shop, Novo Nordisk, Grant Thornton and other early adopters, the updated Release 2 of the Future-Fit Business Benchmark promises to further solidify the extra-financial criteria that all businesses must meet if they are going to thrive in an increasingly volatile and resource-constrained world.

“The demands that we are now placing on the Earth have reached unprecedented levels, and the science tells us that all companies need to do more. But how much more? The Future-Fit Business Benchmark has given us the answer, in the form of a clear, science-based destination to aim for: A North Star by which to guide our journey to true sustainability.”

Chris Davis, International Director of Corporate Social Responsibility, The Body Shop.

Future-Fit Foundation is a non-profit organisation that translates systems science into free tools which equip business leaders to respond authentically and successfully to today’s biggest societal challenges. The Benchmark enables any company to assess the positive and negative impacts of its actions, and report on these to stakeholders in a concise, consistent, comparable way.



Though a relatively young organisation, the Foundation has had substantial early success, building momentum across businesses through its flagship Development Council membership program. Members include The Body Shop, Novo Nordisk, Grant Thornton, DeBeers, Eileen Fisher, Avery Dennison, Covestro and Imaginea Energy. Working with the Foundation, these companies are helping to co-evolve the Benchmark as early adopters and critical challengers.

Release 2 launch

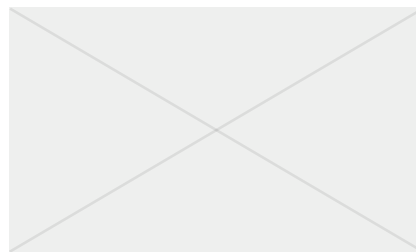
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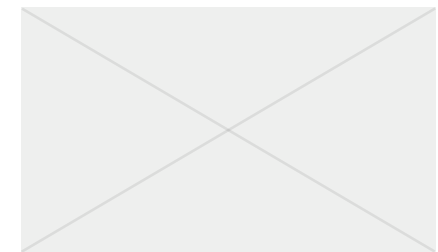
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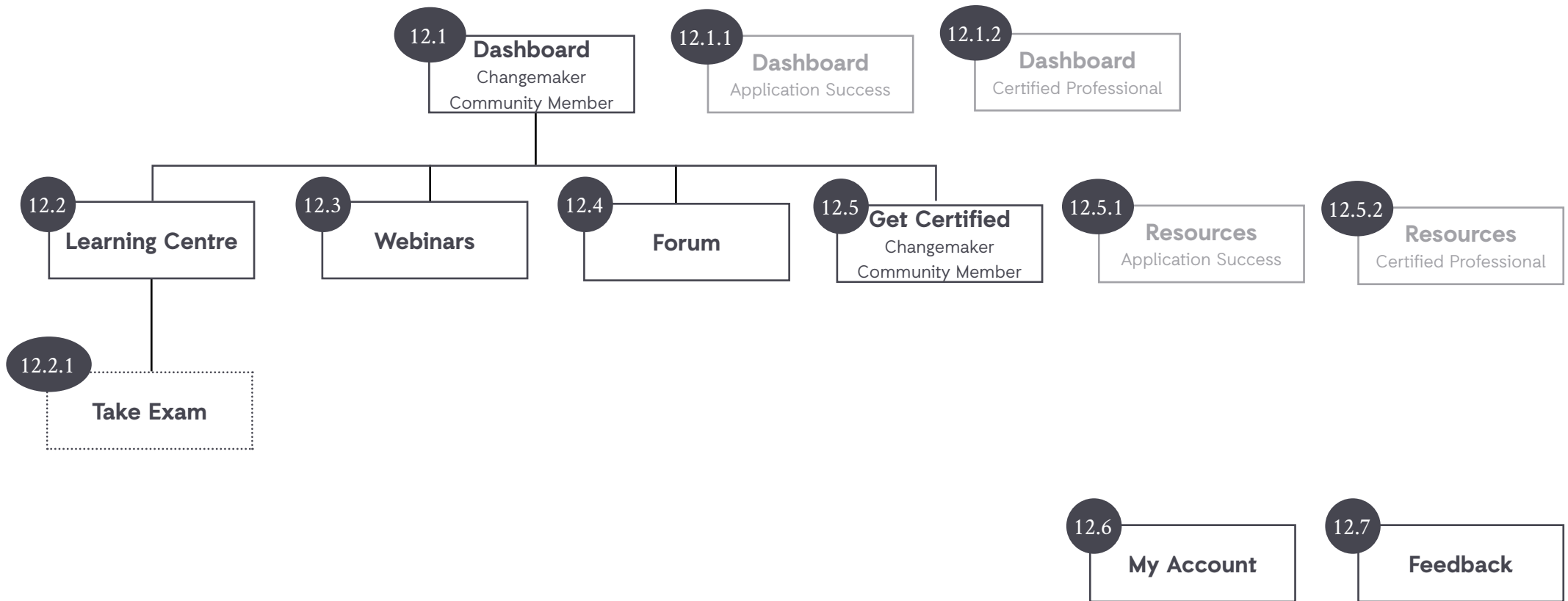
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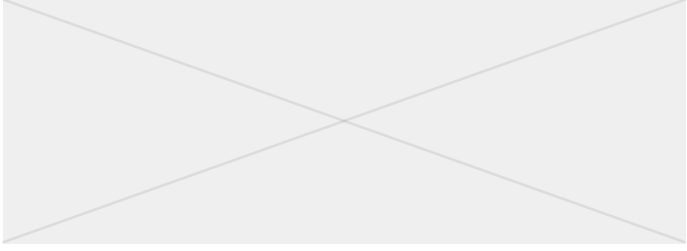
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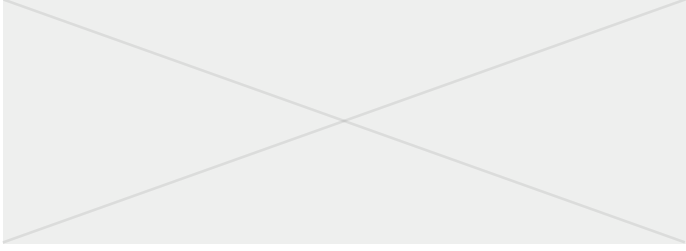
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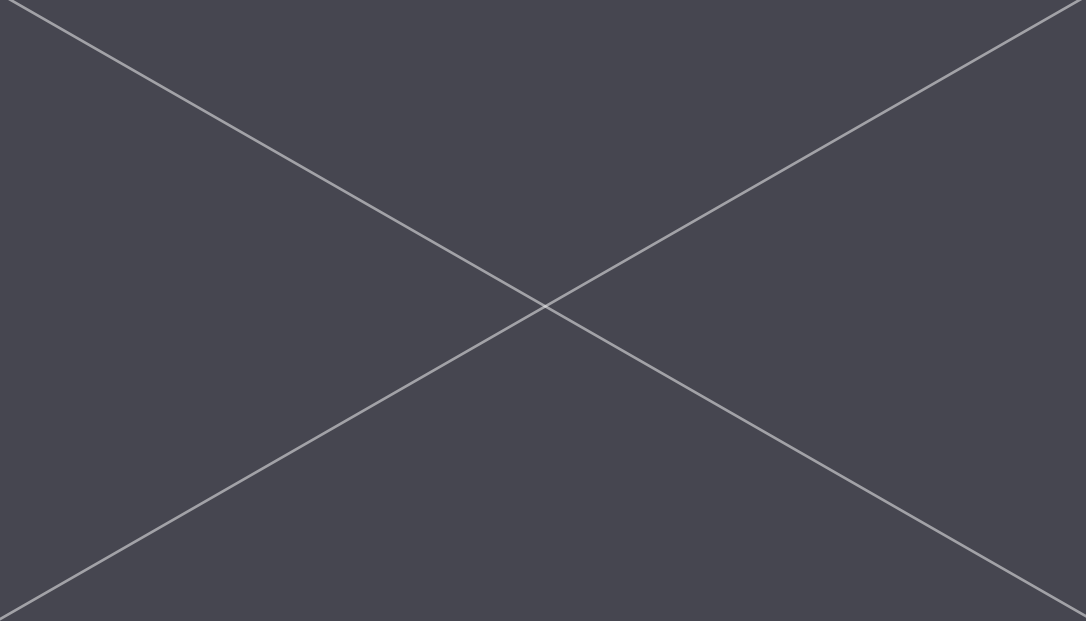
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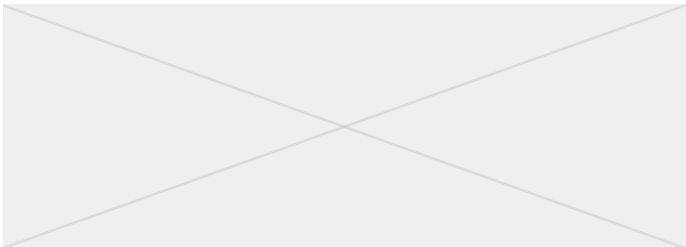
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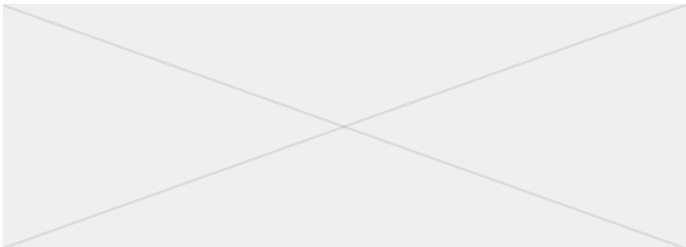
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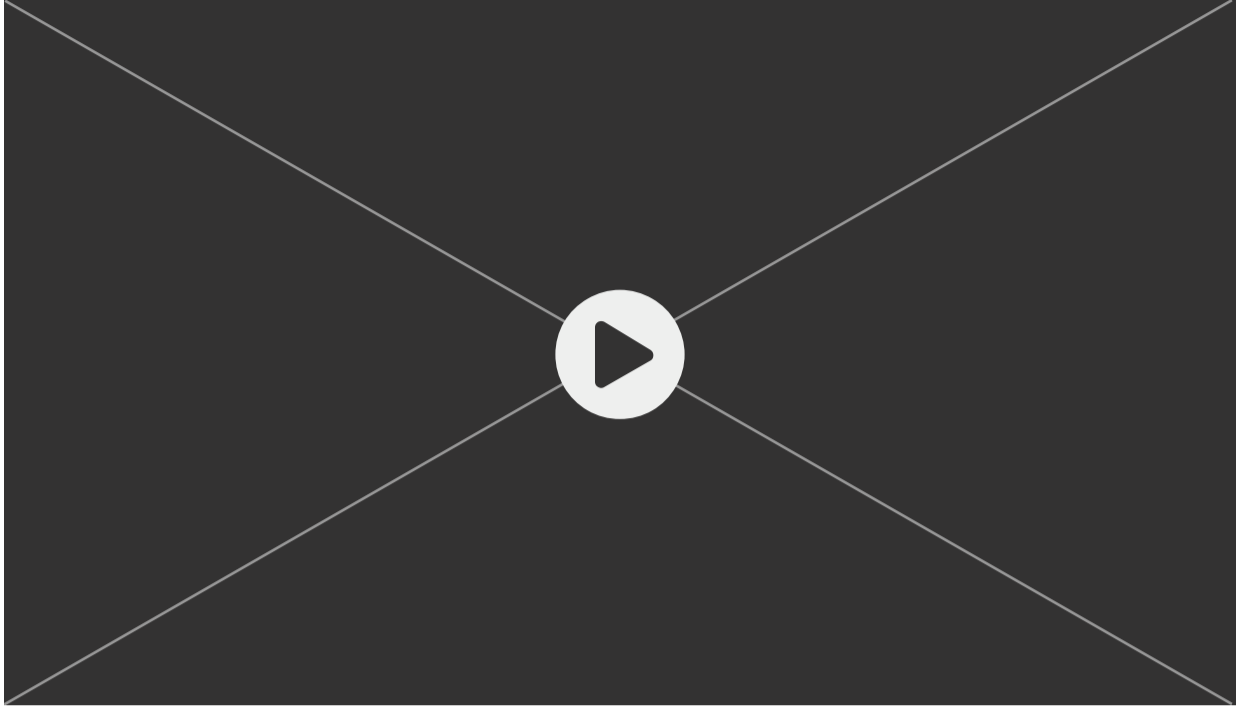
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**Methodology Guide | Release 2**
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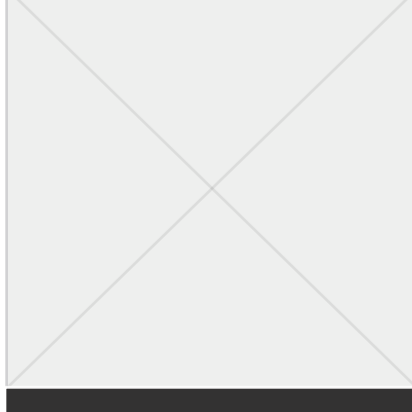


**Cross-goal Guidance | Release 2**
The Cross-goal Guidance offers additional information which supplements all goal-specific Action Guides. It is recommended that this is read in advance of pursuing actions related to individual goals.
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FF01 Energy is from renewable sources	FF01 Energy is from renewable sources	FF01 Energy is from renewable sources
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Date: 14 February 2018 | **Time:** 16:00 GMT / 08:00 PST

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Join the Future-fit team as they discuss the art of setting ambitious yet achievable goals with speakers from The Body Shop and DeBeers.



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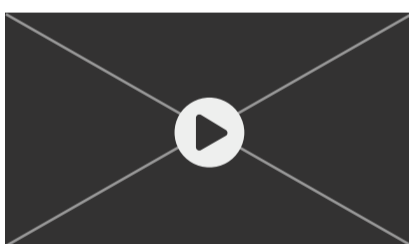
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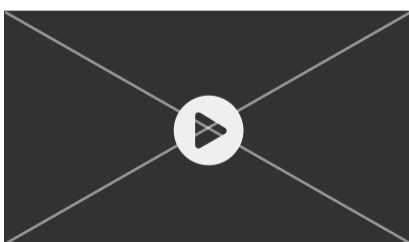


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Duration: 1 hour

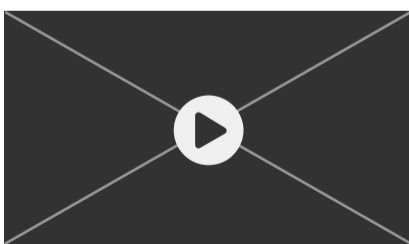


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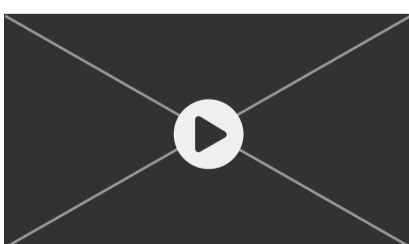


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Speakers: John Elkington, Colin Mlevin

Duration: 1 hour



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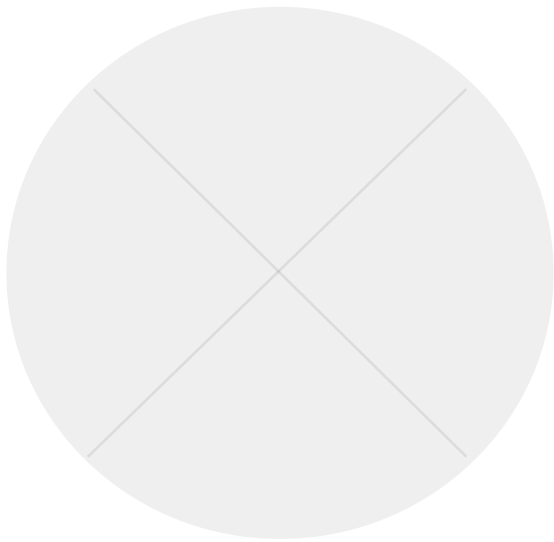
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