

FUTURE FIT ANALYSIS

HOW FUTURE FIT IS YOUR BUSINESS?

 The Natural Step

NEW SUPPORT TOOL TO HELP ORGANISATIONS FUTURE-PROOF THEIR BUSINESS STRATEGY.

FUTURE-PROOF YOUR BUSINESS STRATEGY

A **Future-Fit analysis** provides a unique opportunity for your company to secure the long-term future of your business strategy. The Natural Step has developed this tool based on a partnership with Future Fit Business Benchmark. We have used the essence of our almost 30-year experience of in-depth sustainability analysis and organizational change and created a simple tool that takes the pulse of your sustainability efforts with limited time investment on your part.

The tool will help your business to shift focus from risk aversion and a reactive approach, to the proactive and future-driven. A focus on value creation for all operations with a clearer direction creates successful business and new market opportunities.

FUTURE FIT BUSINESS BENCHMARK

We need radical change to cope with the transition to a sustainable society. To succeed, we need clarity about how our business will look like when it is sustainable and we need a way to measure our efforts towards this goal.

Future Fit Business Benchmark is a new, international, open source tool. It contains a number of generic and research-based targets, which set the framework for what is required of every business in order to be ecologically

and socially sustainable. The tool is based on the same research that The Natural Step applies. Future Fit Business Benchmark enables companies to test - and thereby manage - progress towards a fully future proof, truly sustainable business. In the long term, this drives business value creation and profitability both internally and externally. Future Fit Business Benchmark is comprised of clear, concise goals for all organisations and indicators on how to pursue these goals. The Natural Step has developed a Future-Fit analysis tool as a first step to get acquainted with Future Fit Benchmark objectives, provide insight on how to communicate, and the company's current sustainability status.

FUTURE FIT ANALYSIS

The tool Future-Fit analysis is based on a future where society is sustainable and gives a clear picture of what is required of your company to achieve success. The result is a report that scrutinizes operations from three perspectives:

→ **Level of ambition:**

Is your company's objectives in line with what is required for success in a sustainable society? Do you have a clear vision for how your business will look like when it is sustainable?

Evaluation of ambition and scope of your sustainability efforts with the help of published sources. Reveals development needs and opportunities.

The evaluation is based on the targeted areas of Future Fit Business Benchmark and our long experience of sustainability goals.

→ **Current Status:**

How far have you come on the journey towards a sustainable business? Do you know where you stand today relative to tomorrow's demands?

Evaluation on a five-grade scale of where you are today in relation to where you would be as a fully sustainable business. We identify the gap

between your current position and what science tells us is really required for a sustainable society and business.

→ **Rate of change:**

Are you steering the company in the right direction and prioritizing right?
Evaluation, on a five-point scale, from your current position. This includes: if your focus is right, if the stakes are at par with the challenges we face, if the rate of transformation is fast enough and if there is a clear connection to business value.

THE PROCESS

THE FUTURE-FIT ANALYSIS is comprised of the following steps:

1. **Start-up meeting:** Advisor hosts a start-up meeting with the company representatives (1h). We review the content and process and clarify roles and responsibilities.
2. **Data collection and analysis:** Advisor takes readily available information from company website and sustainability report. A representative from your company responds to a short questionnaire on goals, current position and rate of change. (Questionnaire approx. 3 hours to answer)
3. **Report:** You will receive a report with recommendations for further work. The report is presented to company representatives at a meeting where there is room for questions and discussion (2h)

The Natural Step will offer regular breakfast meetings during the autumn 2016 and spring 2017 where companies are given the opportunity to share insights, knowledge and experiences with each other on the use of Future Fit Business Benchmark.

RESULT AND BUSINESS VALUE

Future-proofing your company provides the following results and business value:

- ✓ An evaluation of your goals and aspirations in relation to what is required to create a future-proof, long-term sustainable business.
- ✓ Knowledge of a robust science-based foundation for establishing and integrating new objectives and strategies.
- ✓ Awareness about the risks and opportunities in relation to long-term success.
- ✓ Structured support to find and focus on the key operational aspects of sustainability.
- ✓ A starting point for reporting tangible progress and communicating business value.
- ✓ Exchange knowledge, experiences and ideas with other companies.
- ✓ Contribute to showing clear leadership for sustainable business by being one of the first in Scandinavia to use a cutting-edge tool that is based on full sustainability.

CHECK YOUR LOCAL TNS-OFFICE FOR MORE INFORMATION