Fulcrum Point

Workshop outline · BE15 · Customers and Products

Honest Product Communications.

Can every claim your organization makes about its products be backed by an objective standard? A live session on Future-Fit Break-Even Goal BE15: what the standard requires, where your organization stands, and what to do next.

For

Product teams, R&D, marketing, customer experience and sales leadership. Also legal, regulatory affairs, sustainability and engineering. No prior knowledge of the Benchmark is needed.

Format

Two hours forty-five minutes. Live virtual.

What it is for.

Customers can only decide responsibly if they are told the truth about a product: its risks, its proper use, and what to do with it afterwards. The goal also rules out misleading claims and marketing to inappropriate audiences.

The standard is Future-Fit Break-Even Goal BE15, "Product communications are honest, ethical and promote responsible use". In the words of the Benchmark: "A Future-Fit Business does everything it can to help customers make responsible decisions regarding the purchase, use and (in the case of physical goods) post-use processing of its products. In addition, it markets its products honestly and ethically to appropriate audiences." The session shows what that requires, how progress is measured on the scale from 0 to 100 percent, and what your team has to do to find out where the organization stands.

It is not a complete benchmarking exercise. A real progress score needs data from every site, and more time than one session allows. Participants leave knowing exactly how to do it.

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What you leave with.

- A precise understanding of what BE15 requires, and why the standard is higher than most organizations meet today
- The ability to tell which approaches count under the Benchmark and which do not
- A worked example of the progress score calculation
- A Fitness Snapshot: a directional estimate of where your organization stands on the scale from 0 to 100 percent
- A Game Plan: the questions to ask, the data to gather and the conversations to have, so that real benchmarking can follow
- A Personal Action Plan: three named, time-bound actions
- After the session: a 30-day follow-up pack of four weekly activities

- After the session: the Future-Fit Action Guide for BE15 and a reading list

Why it matters.

- Every sustainability claim now has to be substantiated
- Rules on product claims, greenwashing, the circular economy and producer responsibility are tightening
- Marketing, Legal and Product share the accountability and seldom sit in one room

Format.

Length	Two hours forty-five minutes
Mode	Live virtual
For	Product teams, R&D, marketing, customer experience and sales leadership. Also legal, regulatory affairs, sustainability and engineering. No prior knowledge of the Benchmark is needed.
Method	Short inputs from Lorne on the goal and the standard; A worked example of the progress score; The Fitness Snapshot, done on your own organization; The Game Plan and the Personal Action Plan, written in the session

Your speaker.

Lorne Michael Cousins

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Lorne Michael Cousins has spent twenty-five years inside corporate sustainability across China and the Asia-Pacific, as environmental auditor, sustainability consultant and leadership strategist. He is Senior Fellow and Council Director at The Conference Board, Asia, founder of Fulcrum Point Sustainability Consulting in Shanghai, and a Founding Member of the

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He holds an MEM from UNSW Sydney, a BA from UBC Vancouver, and Practitioner status with IEMA. Accredited Advisor, Future-Fit Business Benchmark.

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