Fulcrum Point

Workshop outline · BE18 · Customers and Products

Product GHGs.

What is the greenhouse gas footprint of your products in use, and is it on a credible path to zero? A live session on Future-Fit Break-Even Goal BE18: 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.

Operations are only part of the footprint: many products emit greenhouse gases every time they are used. The goal is that no product does so as a direct consequence of its use.

The standard is Future-Fit Break-Even Goal BE18, "Products emit no greenhouse gases". In the words of the Benchmark: "A Future-Fit Business sells no goods or services that emit greenhouse gases as a direct consequence of their use." 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 BE18 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 BE18 and a reading list

Why it matters.

- A credible path to zero has to include what products emit in use
- 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

Senior Fellow and Council Director, The Conference Board, Asia. Founder, Fulcrum Point.

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 Sustainability Directory.

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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