Fulcrum Point

Workshop outline · BE17 · Customers and Products

Safe Products.

Are the products you sell free from the potential to harm anyone who uses them as intended? A live session on Future-Fit Break-Even Goal BE17: 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.

The focus is on products intended to cause harm, products whose normal use could reasonably be expected to cause harm, and products that reinforce behavior which holds society back. Used as intended, a Future-Fit product harms neither people nor nature, in use or at the end of its life.

The standard is Future-Fit Break-Even Goal BE17, "Products do not harm people or the environment". In the words of the Benchmark: "A Future-Fit Business ensures all of the goods and services it offers are completely benign to people and nature, both as a result of their use and (in the case of physical goods) at their end of life." 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 BE17 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 BE17 and a reading

list

Why it matters.

- Harm from normal use is a design decision, and it can be designed out
- 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 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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