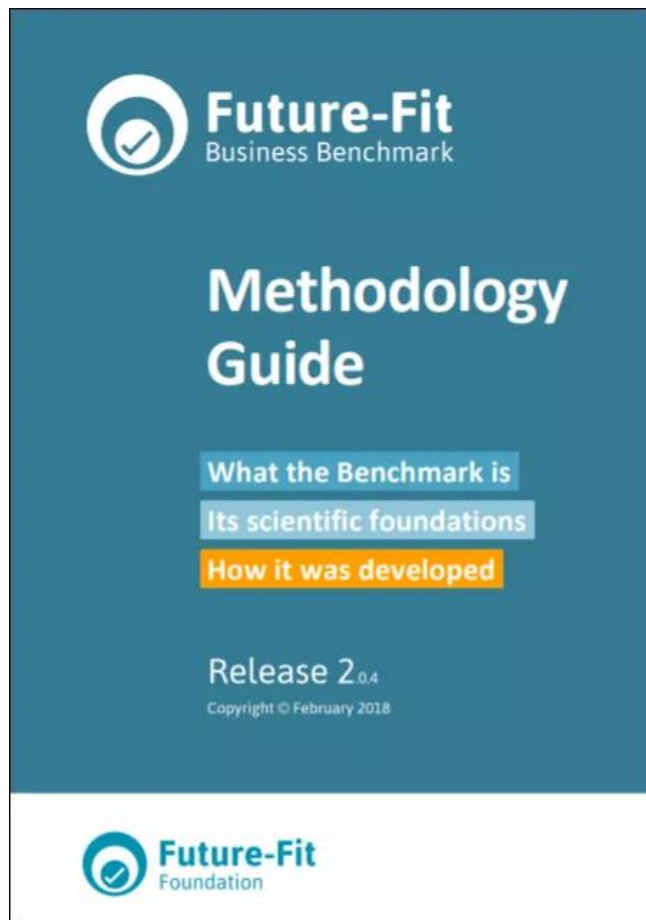


BREAK-EVEN INDICATORS VS POSITIVE INDICATORS | GUIDE



Break-Even Goals describe what every business **MUST** do



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.

Positive Pursuits frame what any business **MAY** do



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.

