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THRIVE PRESS RELEASE

THRIVE FRAMEWORK AND PLATFORM V2.1





THRIVE Introduction

The natural world is changing at an unprecedented rate in human history. We are already experiencing biodiversity loss, inequality and injustice, catastrophic fires and drought, climate change and most recently the coronavirus epidemic. There is much evidence that these adverse conditions will only increase in frequency and severity.

Faced with the complexity and uncertainty of the world we live in, how can we as individuals and collectively ensure our long-term providence and prosperity. How can we move away from much death, disease, and destruction of our very ecosystem towards a resilient and regenerative society, re-engineered for sustainability and thriving?

In the face of increasing adverse conditions ahead, civilization must plot a path towards flourishing. Here we can take a lesson from the natural world, where fundamental by design is circularity, biomimicry and living within our means on a finite planet. Hence the UN affiliated research group, THRIVE Project, is internationally praised for its extensive efforts in solving this challenge.

Introducing THRIVE, **The Holistic Regenerative Innovative Value Entity**, a web-based, multi-capital, values-based tool, built upon the best available science, which addresses our 21st century challenges, by measuring well-being. THRIVE Platform *tool uses machine learning and predictive analytics* to guide society towards the future we aspire to, by accessing extensive historical repositories and leveraging the learnings from experts around the world.

The THRIVE Platform is a free tool which enables countries, cities, companies, and individuals to transform themselves into thrivable entities. Much like a stethoscope, the THRIVE Platform tool keeps track of the well-being of each of these entities, measuring their impact on the vital capitals of the planet.

It does so by assessing the sustainability performance of entities in relation to their strategy and provides guidance towards thrivable transformations for a flourishing future. Just as a GPS provides us with directions to our destination, ensuring we land within a safe and just operating space for humankind.

Thus, the THRIVE Platform performs as a real-world holistic simulation modelling tool, delivering specific guidance on how to navigate the treacherous landscape ahead. Understanding that there are no sustainable entities on an unsustainable Earth, we encourage all to strive to thrive for the future prosperity of all humanity.



THRIVE Framework and Platform

The problem...envision the world we aspire to live in

Planet Earth needs a strategy; if humanity is to survive and endure for the long-term. Business and governments have been aiding its demise; from contributing to climate change, abuse and social injustice, corruption, poverty and inequality, pillaging of natural resources, pollution and worldwide epidemics to name a few. Innovative organizational models - representing the strategy of how an entity captures and creates value – may well be our **best source of redress**. But **how do we know which entities and strategies** within the greater ecosystem we call Mother Earth **are truly more sustainable than others?**

Research shows that our greatest avenue for **restorative and regenerative** sustainable success comes from business, bioregions, and governments. Sustainability-focused leaders often struggle as they can only **manage what is measured yet fail to measure what matters most**. The development of **THRIVE Platform**, an online tool assessing corporate/regional/government and worldwide performance and associated entity model, **objectively** informs leaders as to their progress and rank among their peers and motivates them to innovatively transform to improve practices. It is worth noting that **there are no sustainable entities on an unsustainable Earth**.

Thrivability as espoused at **THRIVE Project** goes beyond mere survival and *is* necessary for our long-term existence, transitioning us from a **livable to a thrivable** future. For example, business model innovation has been demonstrated to be the most aggressive and impactful form of innovation and a key source of sustained value creation, competitive advantage and profitability. The ability to identify successful sustainable business models encourages creative competition among entrepreneurs to **leapfrog** ahead and are the epitome of modern business - the **holy grail of entrepreneurship** at its best.

The solution... THRIVE Framework and Platform

The THRIVE Platform built upon the **THRIVE Framework**, assesses sustainability performance linked to the associated entity model, thereby determining which strategies are most likely to succeed. Individuals can proactively choose to reward those organizations who are **doing good to do well** by favouring them in their daily life; and business leaders can benefit by using the platform to **actively compete for greater global shared value and collaborative partnerships for people, planet, and prosperity**.

At the national governance level, for policy advisers and researchers/consultants, the tool can be very effective in **what-if** analysis, providing clear **orchestration** through back-casting targets and extensive complex customizable formulations and weight engines. The comprehensive **interactive dashboard** of parameters and dynamic charts provide instant visualizations of the effect of such manipulations. Similarly, the **THRIVE Platform formula engine** provides forward guidance towards a thrivable society, just as the calculated body mass index (BMI) provides diagnostic information towards one's health.

The conceptual **THRIVE Framework** adopts a **holistic approach**, leveraging the framework for strategic sustainable development (FSSD), enforcing context-based metrics informed by the natural and social sciences with the **THRIVE Platform** functioning as a worldwide **systemic holistic simulation model**. Just as carbon footprint and carbon budget provides the basis for fair thresholds and allocations, the systemic holistic model (SHM) built on the 12 foundational focus factors (**Figure 2**) and the 7Cs (**Figure 1**) illuminates the path forward towards thrivable transformation for a future filled with providence and prosperity.

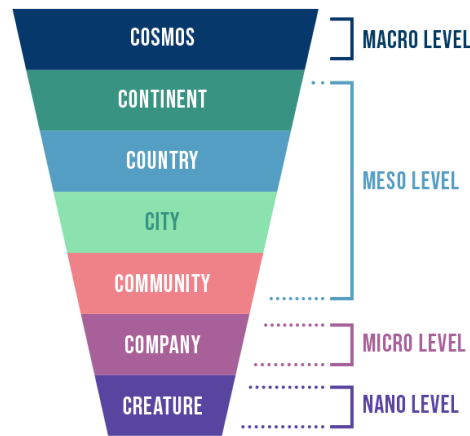


Figure 1. Assailing the 7Cs, Press Release June 2020.

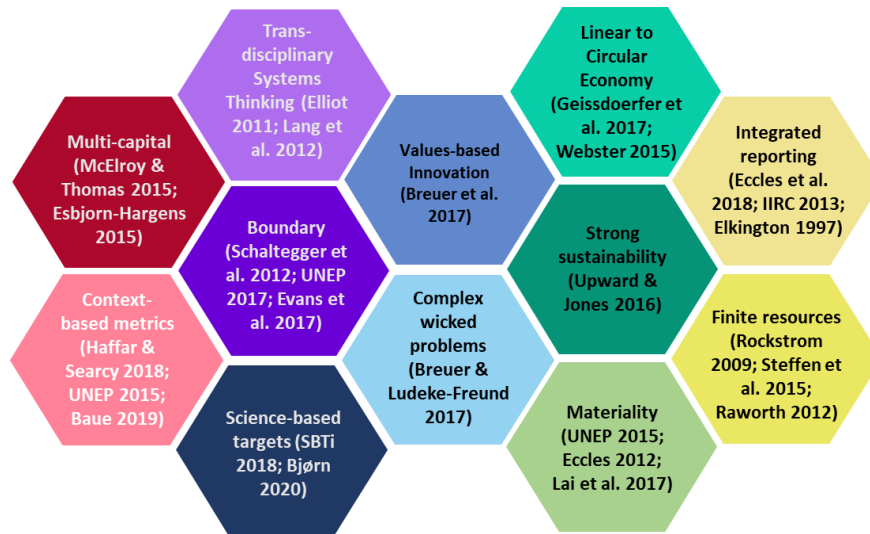


Figure 2. Assessing Corporate Sustainability Performance of Business Models. How business model innovation drives a successful sustainable business strategy? Fedeli (2018). Presented at the 3rd New Business Model Conference in Sofia, Bulgaria in 2018.

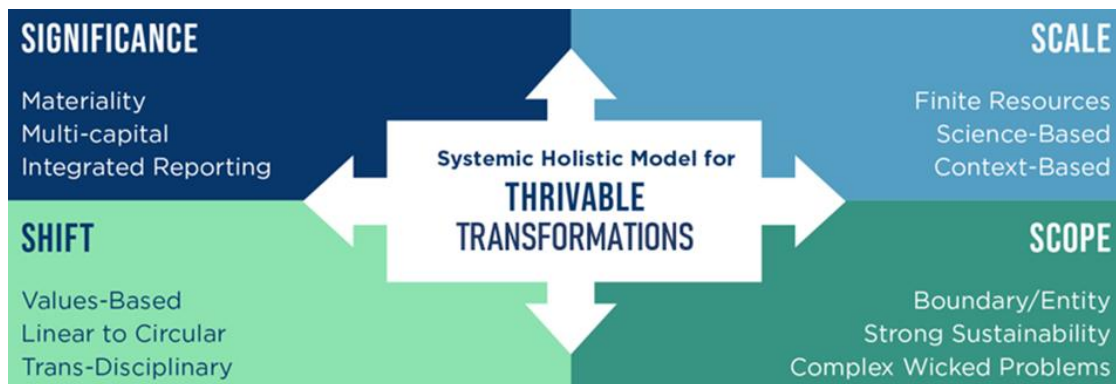


Figure 3. The Systemic Holistic Model (SHM) illustrates the four focus factor groupings of significance, scale, shift and scope. Foundational Focus Factors for Strong Sustainability Using Information Systems: The Trajectory Towards Thrivable Transformations, Fedeli & Shrestha (2020).



SIGNIFICANCE

- **Materiality**
- **Multi-capital**
- **Integrated Reporting**

The significance of the material impacts that humans make on the environment is largely well understood albeit not unanimously accepted. Broadly speaking much research has centred around the impact of enterprises or sectors on society and the environment. However, more and more there is a recognition that multiple capitals need to be assessed, if indeed a full picture can be obtained and understood.

A plethora of largely incompatible standards, frameworks, methodologies, and tools have been developed over the years. Examples include B Labs, Future-Fit, GRI, Corporate Knights, WBA Benchmarks, SASBE, SDGs, <IR> and several others. Whilst each make claim to their strengths, ultimately consolidation and integration of these approaches seems the most promising path ahead. Any data parsed through such a system is only as good as the underlying taxonomy allows.

Hence a multi-capital and multi-material approach is necessary to ensure all areas of interest are covered in a coherent and structured way. Importantly this ensures triple bottom line reporting as well as uniformity in assessment method. Even when employing a custom taxonomy one can be assured of consistency and congruency between taxonomy and formulations.

SCALE

- **Finite Resources**
- **Science-Based Targets**
- **Context-Based Metrics**

We live on a finite planet, with resource scarcity a real threat to our long-term livelihood on this planet. The make, use and dispose model brought on by consumerism in a capitalist world is no longer sustainable. Furthermore, our plain disregard for the polluting of our environment, coupled with biodiversity loss, afforestation and strong population growth means that we are placing increasing requirements on an ecosystem which is under stress. Forever growth is untenable.

We acknowledge that to make the necessary change, we need clear science-based accountability on where we are at, what is the safe operating space we need to remain within, and most importantly, how do we maintain our bearings. Context-based metrics goes beyond numerator management to answer the important question of is it enough, is it sustainable? Furthermore, a high level of visibility and transparency is achieved using sophisticated online cloud-based systems.

This diagnosis needs to be monitored in real-time and be scale-linked across the nano through to the macro scale with regard to thresholds and allocation across each material topic. Back-casting real-time performance assessment with sustainability indicators tethered to reality can inform and guide humanity towards a thrivable future. Providing this guidance is the process of systemic orchestration built on machine learning and predictive analytics which is designed to place humanity on the path towards thrivable transformations from the individual through to the organization, the city and region and the whole world.



SHIFT

- **Values-Based Innovation**
- **Linear to Circular**
- **Trans-disciplinary**

The world is a complex ecosystem with an interplay of a myriad of activities, each producing, refining, and transforming the world we all share in. Yet, the planet and every resource within it, is at the mercy of the very eco-system we all must share in. For example, we see that biomimicry and other circular economy models, long advocated as sustainable, being necessary but not sufficient to achieve the ambitious targets necessary to place humanity back on the path towards sustainability and beyond. Therein lies volatility, uncertainty, complexity, and ambiguity (VUCA).

Volatility is the result of the temporal nature of our existence and that of other creatures. Whilst the science can accurately explain how things work, the natural state of matter – entropy - is to become more chaotic. This leads us to uncertainty surrounding the outcomes of specific chemical, physical, geological, and biological processes. Being able to predict and indeed prescribe appropriate action involves invoking high-order sophisticated mathematical models.

An appreciation of the complexity involved requires transdisciplinary knowledge across many fields from the natural through to the social sciences. Industrial ecology - the science of sustainability – principally concerns itself with the core of these issues assigning value to all resources, including human life, and thus aiming to remove ambiguity between the different worldviews among the sciences.

SCOPE

- **Boundary/Entity**
- **Strong Sustainability**
- **Complex Wicked Problems**

Arguably one of the shortcomings of several approaches to sustainability to date is centred around the narrow-minded introverted bottom-up approach to sustainability impact measurement. There is a real need to look outside of and beyond the boundary of an entity, whether it be a corporation, a region or a country and assess sustainability performance relative to an entity's effect on its surrounding eco-system, as linked to the accompany strategy (e.g.: business model, sector model, or governance model). Global commons and systems thinking allows us to address this shortcoming, whereby sustainability is understood to be a system property, highlighting the fact that there are no sustainable entities on an unsustainable Earth. Measuring impacts relative to norms ensures context is maintained and enforces a strongly sustainable approach by not allowing for the aggregation and substitution of resources. This approach by design forces the tensions among actors and resources is addressed and surfaces the complex-wicked problems we face. Managing systemic and existential risks requires resolving these tensions. Thus overall, this necessitates a holistic universal comparable, stratified scale-linked approach to impact measurement.



The Future: THRIVE Platform

Civilization is on the path to extinction. From several standpoints this is clear, having surpassed several planetary environmental boundaries whilst simultaneously witnessing much social upheaval and injustices. The ability to clearly understand the intricacies of the complex ecosystem we live in can shed some light on what actually the status quo is. Perhaps, even more importantly, *how may we be guided towards a more sustainable, indeed thrivable future?*

The THRIVE Platform provides such answers by analyzing past trends and historical datasets and critically back-casting towards future targets. Through the process of systemic orchestration – much like a GPS - the **THRIVE Platform guides society towards prosperity with providence.** As a management information system, it serves to illuminate the trajectory towards thrivable transformations, building on the best available science, leveraging feedback loops and informed by first principles.

The THRIVE Platform emanates from the school of systems thinking and thus adopts a holistic approach to the ecosystem we call Mother Earth. Encapsulating the four quadrants of the systemic holistic model, the tool implements the 12 FFF built on the FSSD. The dashboard takes a universal, scale-linked approach for informed decision-making across all entities. A user-customizable formula and weight engine ensures uniform aggregation and comparability, whilst ensuring non-substitution and a context-based approach to resource allocation within normative thresholds and allocations.

Together let us up the level of ambition, go beyond simple compliance and philanthropic endeavours and leverage the THRIVE Framework and Platform through the re-integration rather than re-invention of the underlying science of sustainability. This perspective facilitates the interweaving of the natural and social sciences into the systemic holistic model (Figure 3).

THRIVE Platform v2.0



Sustainability Performance Scorecard

THRIVE Platform features the Sustainability Performance Scorecard tool which allows entities such as enterprises, portfolios, or cities to identify their performance at various scales, within context and relative to their peers. Users such as consumers may manipulate engine weights and controls in the dashboard and see the corresponding effects on entities visualized through charts and maps.



Contextualized

Supports global thresholds, ceilings and floors, and allocations.



Reports

Report dissections include by material topic, enterprise, portfolio, region, industry or year-on-year.



Integrated

Integrates with a range of public audited reports and trusted databases.



Visualizations

Instant visuals dissected by chosen category displayed as a range of charts and maps.