WHAT IS NET IMPACT?

WHO HOLDS THE POWER?

a.k.a. reasons for cynics to care, too

INVESTORS

"Where do I dedicate my equity i.e. which company do I **invest** in?"

CUSTOMERS

"Where do I dedicate my money i.e. which company do I **buy** from?"

EMPLOYEES

"Where do I dedicate my time i.e. which company do I **work** for?"

WHAT NEEDS TO BE IMPROVED IN THE CURRENT IMPACT DISCOURSE?

3 REASONS WHY THE CURRENT IMPACT DISCOURSE IS NOT ENOUGH

The current impact discourse is	(example)	which leads to:
stuck at minimizing downsides	<i>"We no longer use suppliers on this black list in our production"</i>	Not understanding what is achieved with the resources, i.e. the plus side

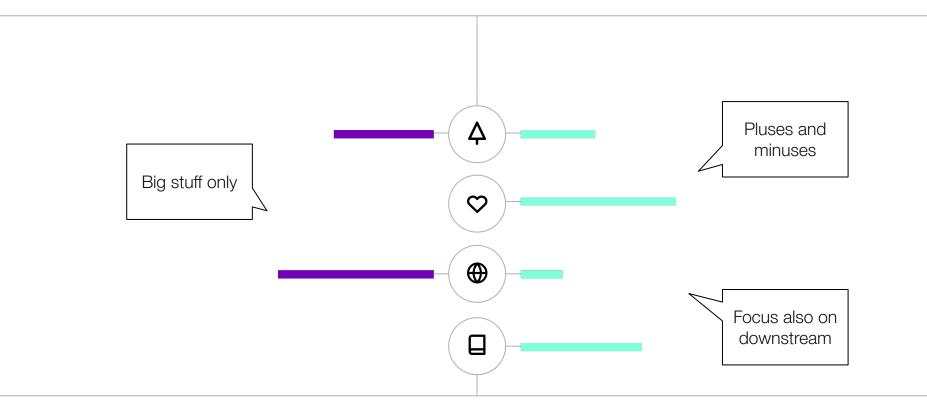
3 REASONS WHY THE CURRENT IMPACT DISCOURSE IS NOT ENOUGH

The current impact discourse is	(example)	which leads to:
stuck at minimizing downsides	<i>"We no longer use suppliers on this black list in our production"</i>	Not understanding what is achieved with the resources, i.e. the plus side
confusing big and small things in a colourful mess	<i>"We are now using recycled office paper"</i>	Big things get overshadowed by masses of information of secondary impacts

3 REASONS WHY THE CURRENT IMPACT DISCOURSE IS NOT ENOUGH

The current impact discourse is	(example)	which leads to:
stuck at minimizing downsides	<i>"We no longer use suppliers on this black list in our production"</i>	Not understanding what is achieved with the resources, i.e. the plus side
confusing big and small things in a colourful mess	<i>"We are now using recycled office paper"</i>	Big things get overshadowed by masses of information of secondary impacts
focused on internal impacts	<i>"We installed water-saving toilets into our offices"</i>	Not understanding impact of actual product or service

A NEW TYPE OF QUANTIFICATION MODEL TO BRING OUT THE SHAPE OF A COMPANY



THE UPRIGHT MODEL CONSIDERS 19 IMPACT CATEGORIES IN 4 DIMENSIONS

Impacts can be negative and positive

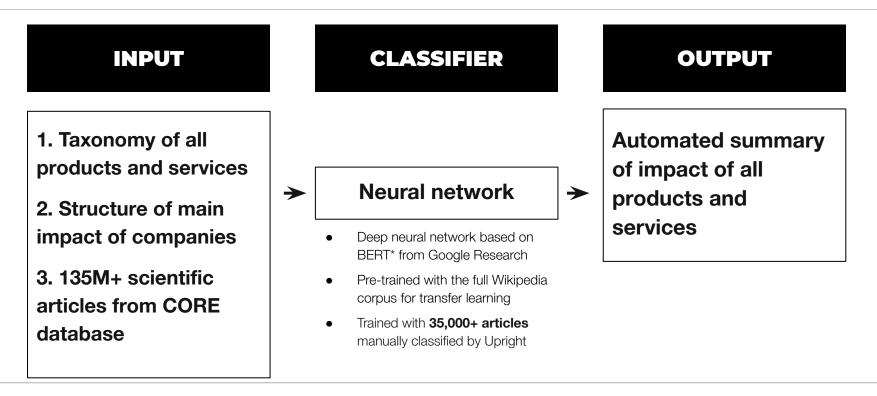
GHG emissions Non-GHG emissions Biodiversity Fresh water ENVIRONMENT Waste Diseases Diet Physical activity Relationships HEALTH Meaning & joy Taxes Jobs Societal infrastructure Equality SOCIETY Societal stability Scarce human capital Knowledge infrastructure Creating knowledge **KNOWLEDGE** Distributing knowledge

QUANTIFYING THE NET IMPACT OF COMPANIES

Build a top-down model that

allocates all positive and negative impacts/values caused by the private sector globally to real companies.

HOW UPRIGHT MODEL WORKS





NET IMPACT PROFILE OF NASDAQ HELSINKI

IMPACT	NEGATIVE	SCORE	POSITIVE
Environment	-2.0	-1.7	+0.3
GHG emissions	-0.7	-0.7	+0.0
Non-GHG emissions	-0.5	-0.5	+0.0
Fresh water	-0.2	-0.2	
Biodiversity	-0.2	-0.1	+0.0
Waste	-0.4	-0.2	+0.2
😻 Health	-1.0	-0.2	+0.8
Diseases	-0.4	-0.1	+0.3
Physical activity	-0.2	-0.1	+0.0
Diet	-0.3	-0.1	+0.2
Relationships	-0.1	+0.1	+0.1
Meaning & Joy	-0.1	+0.1	+0.1
🟦 Society	-0.0	+2.1	+2.1
Taxes		+1.0	+1.0
Jobs		+0.6	+0.6
Societal infrastructure		+0.5	+0.5
Equality	-0.0	-0.0	+0.0
Societal stability	-0.0	-0.0	+0.0
ABC Knowledge	-1.2	+0.6	+1.7
Scarce human capital	-1.2	-1.2	
Knowledge infrastructure		+1.2	+1.2
Creating knowledge		+0.3	+0.3
Distributing knowledge		+0.3	+0.3
right model version 0.3.311 on n Nov. 2020 at 11:51 GMT+0	NET SCORE	+0.8	Value set Equal weights

Net impact quantification

brings out the shape of a company: what resources it uses and what it gets done.