

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

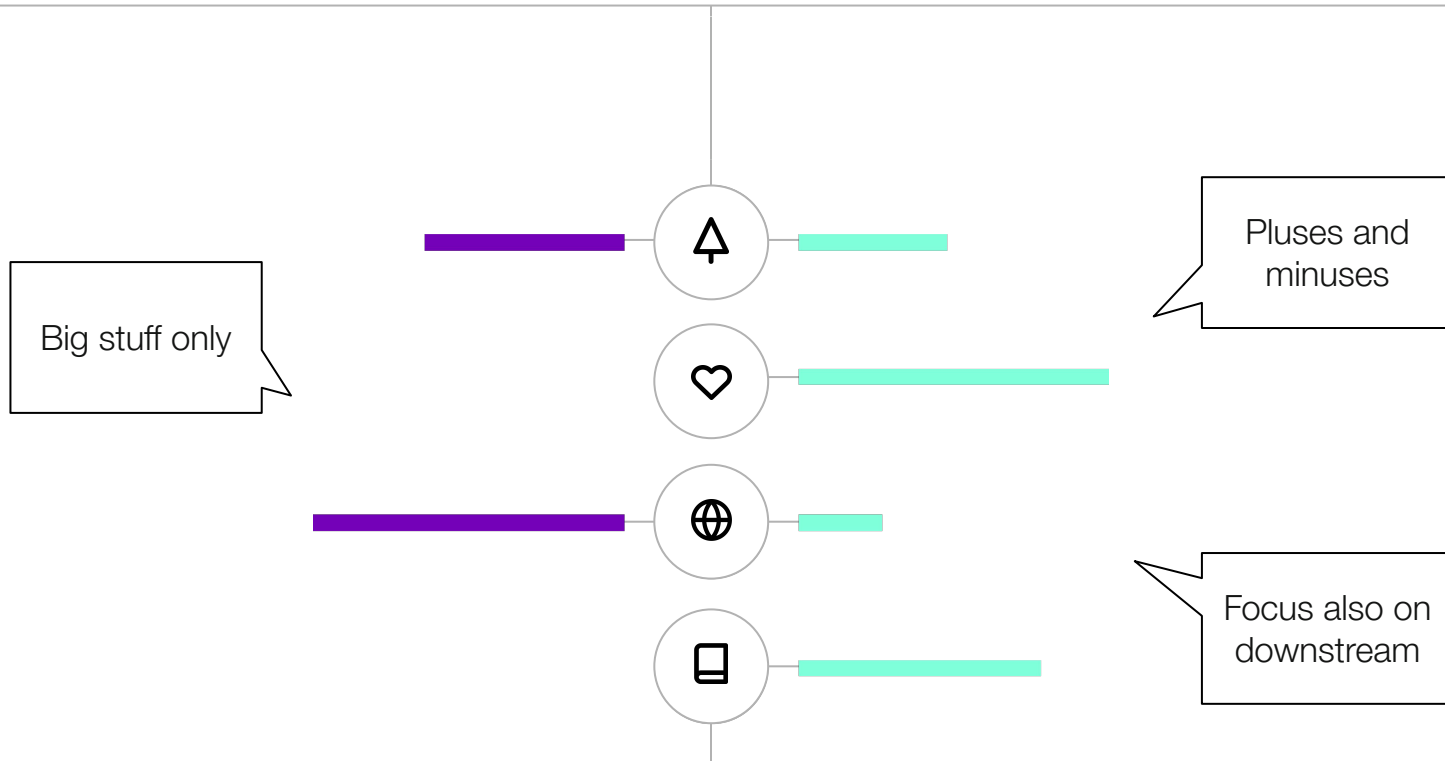


3 REASONS WHY THE CURRENT IMPACT DISCOURSE IS NOT ENOUGH

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
Waste



Diseases
Diet
Physical activity
Relationships
Meaning & joy



Taxes
Jobs
Societal infrastructure
Equality
Societal stability



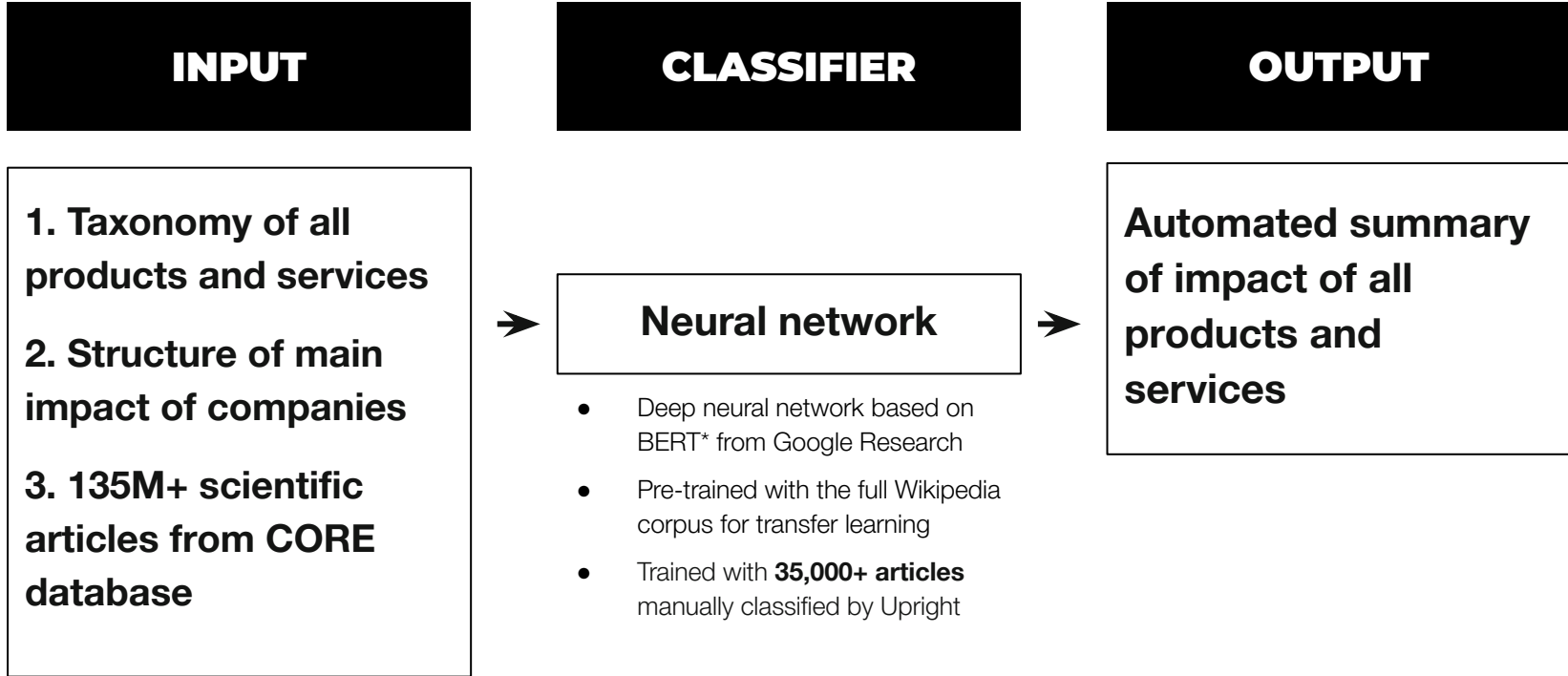
Scarce human capital
Knowledge infrastructure
Creating knowledge
Distributing knowledge

QUANTIFYING THE NET IMPACT OF COMPANIES

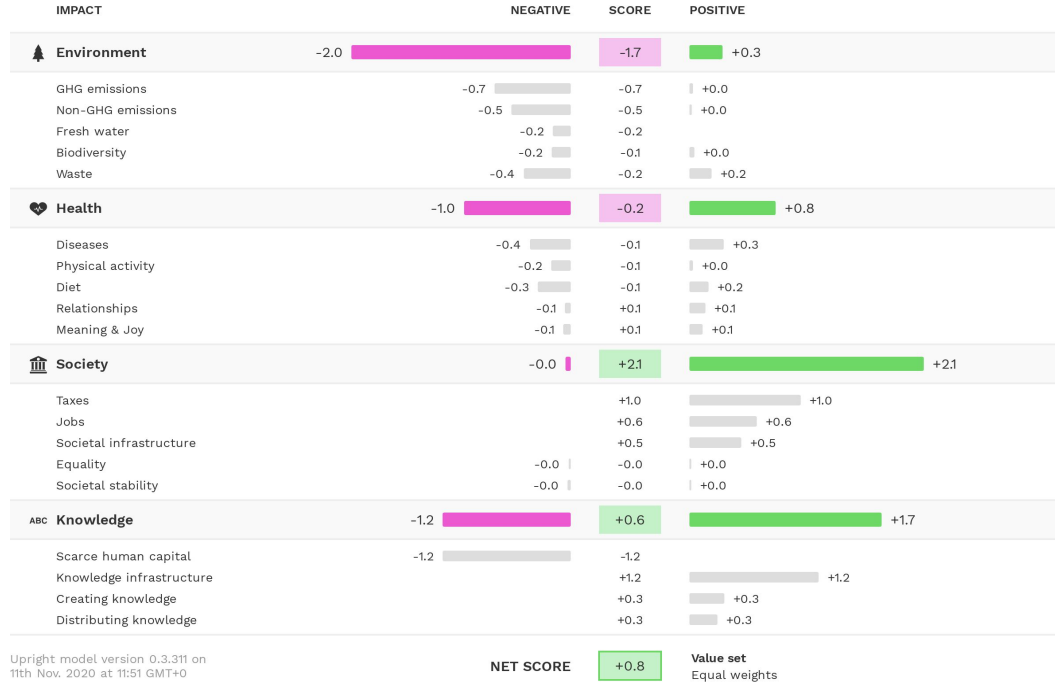
Build a top-down model that allocates all positive and negative impacts/values caused by the private sector globally to real companies.



HOW UPRIGHT MODEL WORKS



NET IMPACT PROFILE OF NASDAQ HELSINKI



Net impact quantification

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

