On 31 January 2018 at the Dutch Federation of Accountants in Amsterdam, Reporting 3.0 convened the kickoff meeting of the Global Thresholds & Allocations Council (GTAC), a governance body tasked with vetting and validating thresholds (the ecological ceilings & social foundations of Kate Raworth’s Doughnut Economics) and allocations (or fair share “slices of the pie” of resources). Geoff Kendall presented the below abstract of his comments delivered in the ‘Determining Thresholds & Norms’ session.

**Geoff Kendall**  
**Co-Founder & CEO, Future Fit Foundation**

Any company that fails to "break-even” across all bottom lines will not last for long. Breaking even on the traditional Bottom Line is the minimum every company must do to survive, and anyone with a vested interest in a company will want it to go far beyond break-even, to create value through healthy profits. At Future-Fit, we believe that the ecological and social bottom lines require similar adherence to break-even minimum standards (and ideally positive performance) in order to create system value by
redressing our many systemic challenges. Without this, we’ve all fallen into the trap of focusing on progress relative to the unsustainable status quo, rather than relative to our desired (indeed, required) future state. Business leaders are trying to navigate a sea of ratings, rankings and reports that focus on where they are and where they’ve been, rather than steering them toward where they need to be. In our view, this will only be remedied when all companies and investors have access to a universal, useful and usable definition of the extra-financial break-even point for business.

We’ve attempted to identify what this break-even point looks like, building on 25+ years of systems science, and expressing the answer in terms of 23 aspirational goals. We haven’t attempted to set allocations, because (a) the process of carving up the pie seems to be more of a political challenge than a scientific one, (b) Future-Fit is not equipped to address this, and (c) this could all end up being an unproductive time sink, when what we need is action. We don’t think this is a problem. Our view is that allocations are less important if we can set the right thresholds, and get enough people to agree that those thresholds are worth hitting - because market forces will kick in and start to push all actors in the right direction.

— Abstract of presentation from the Reporting 3.0 Global Thresholds & Allocations Council Meeting at the Royal Dutch Federation of Accountants in Amsterdam on 31 January 2018.