

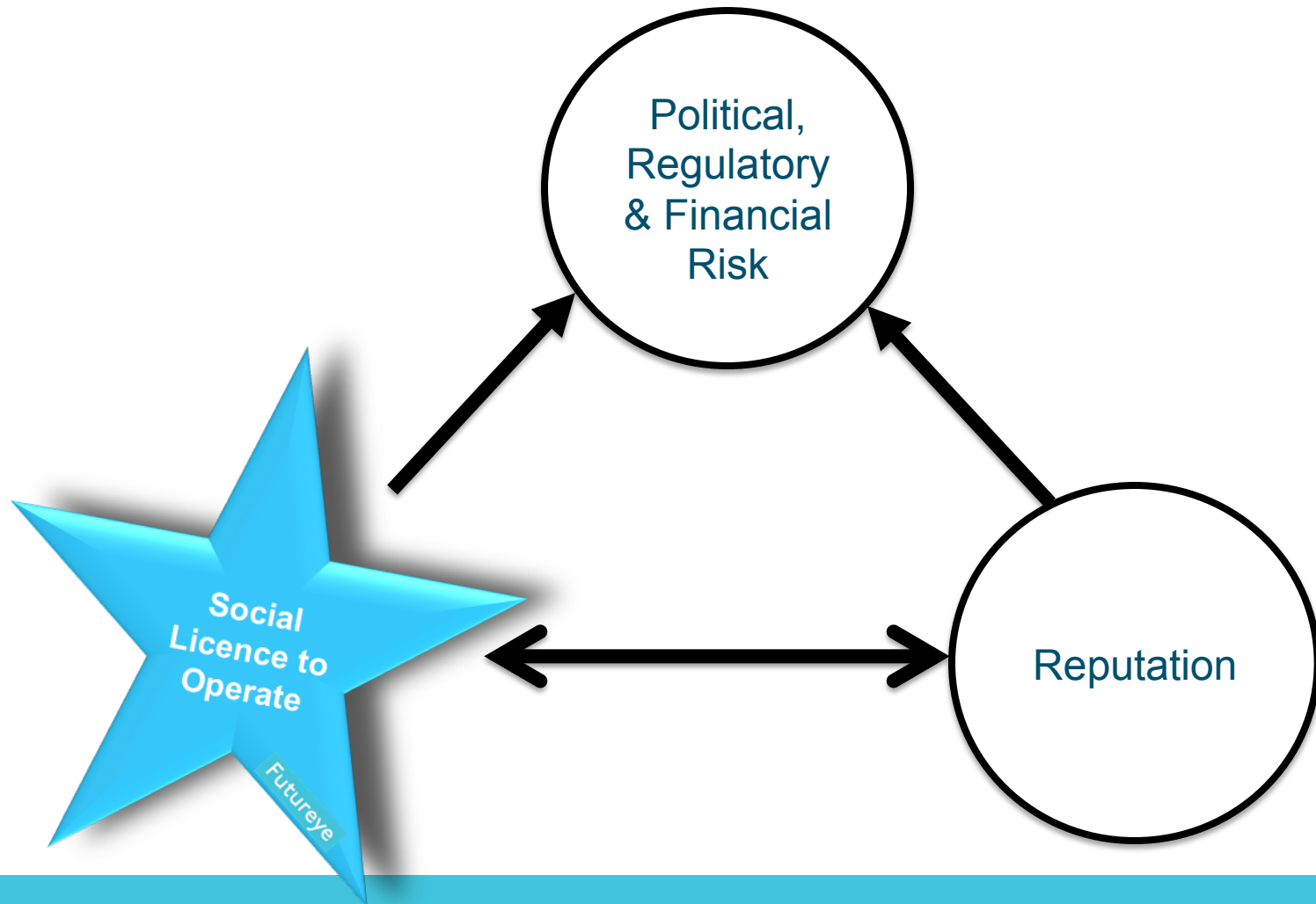
Social Licence to Operate Handbook

what it is, why it matters, how to get it and how to keep it

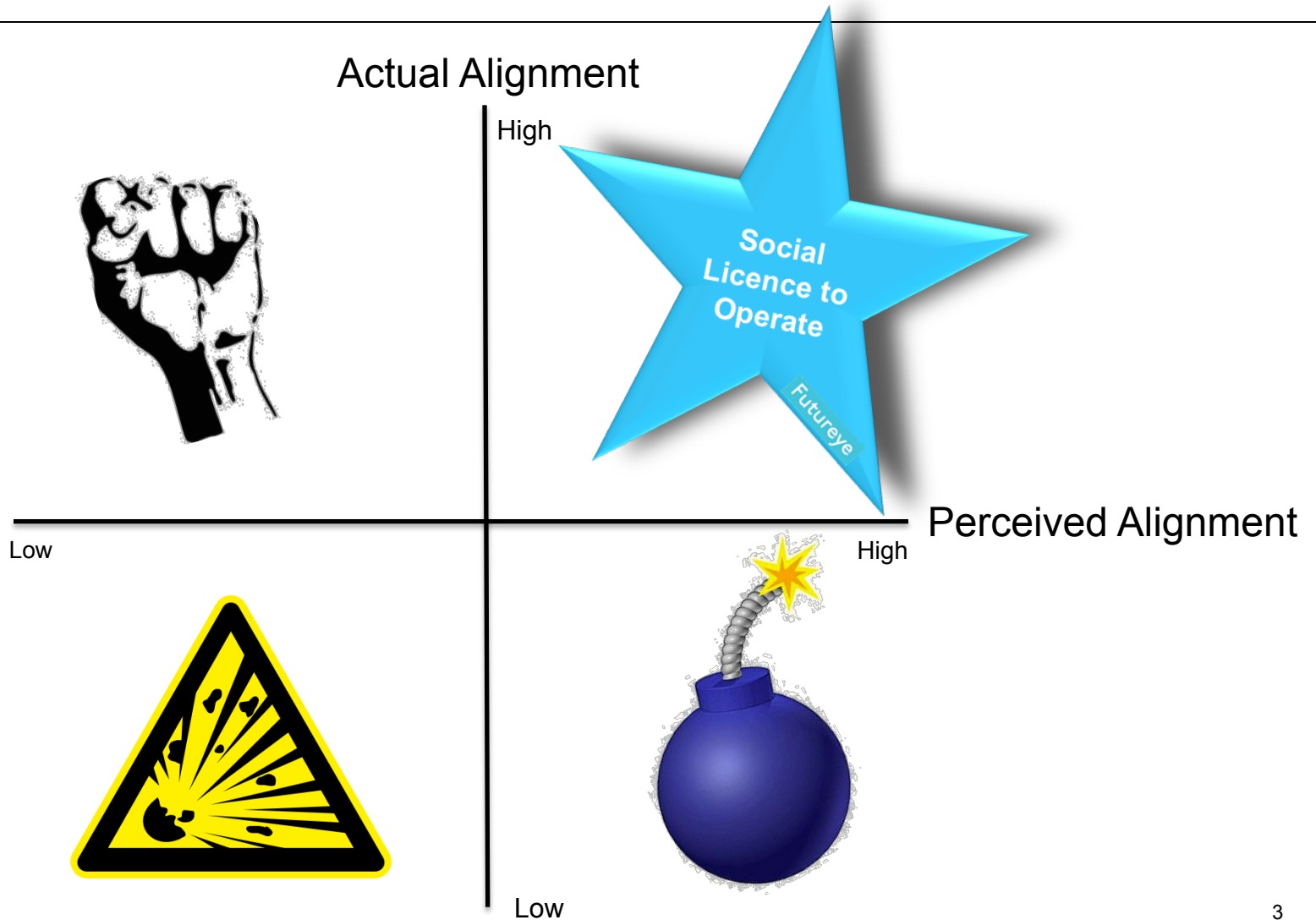


Futureeye
Real solutions to real dilemmas

Our unique approach



Alignment with societal expectations matters



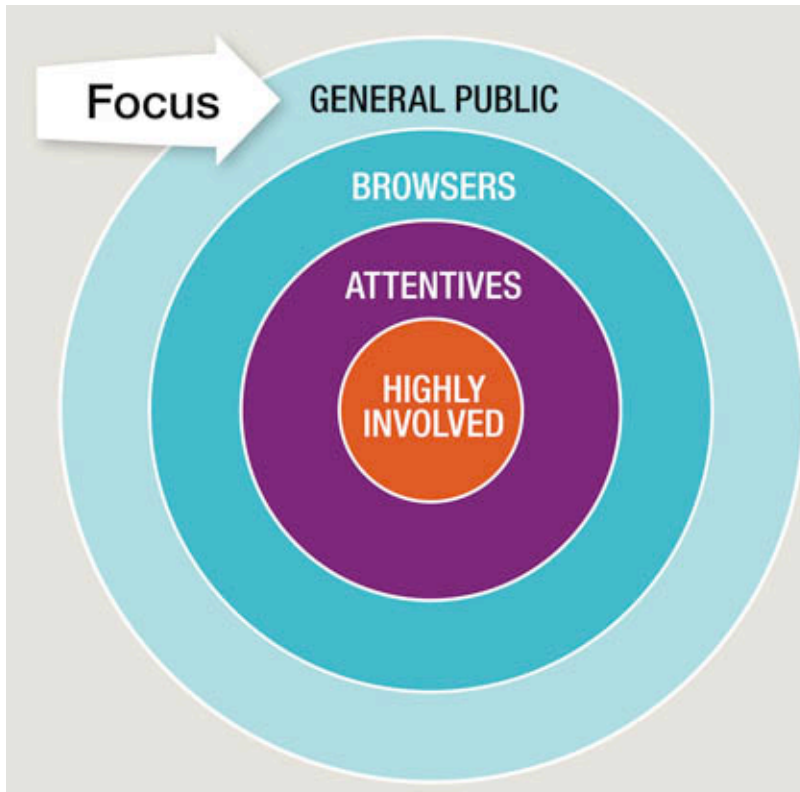
The Futureye Social Licence to Operate model



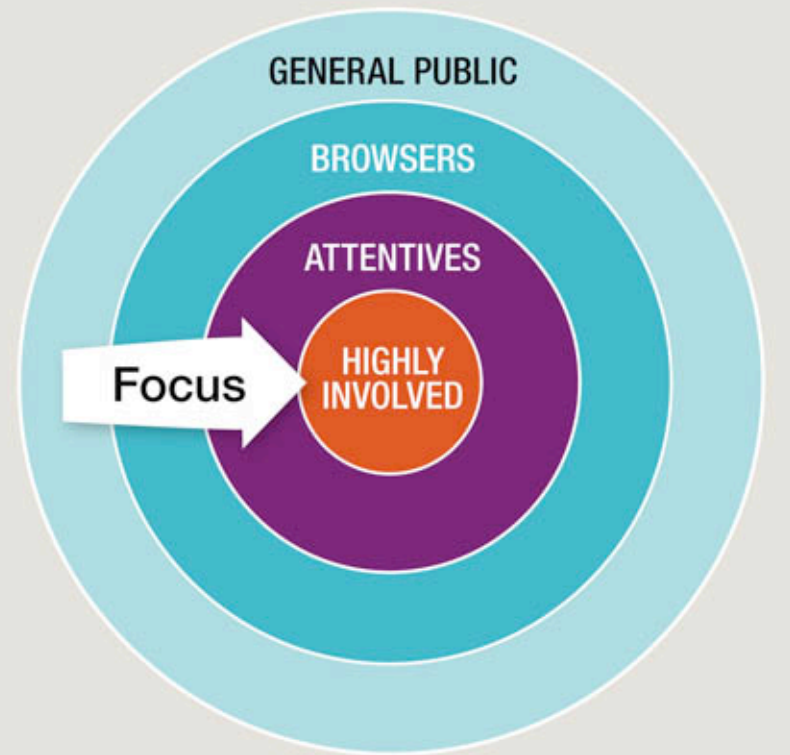


1. Audience – knowing who to target

Traditional Approach



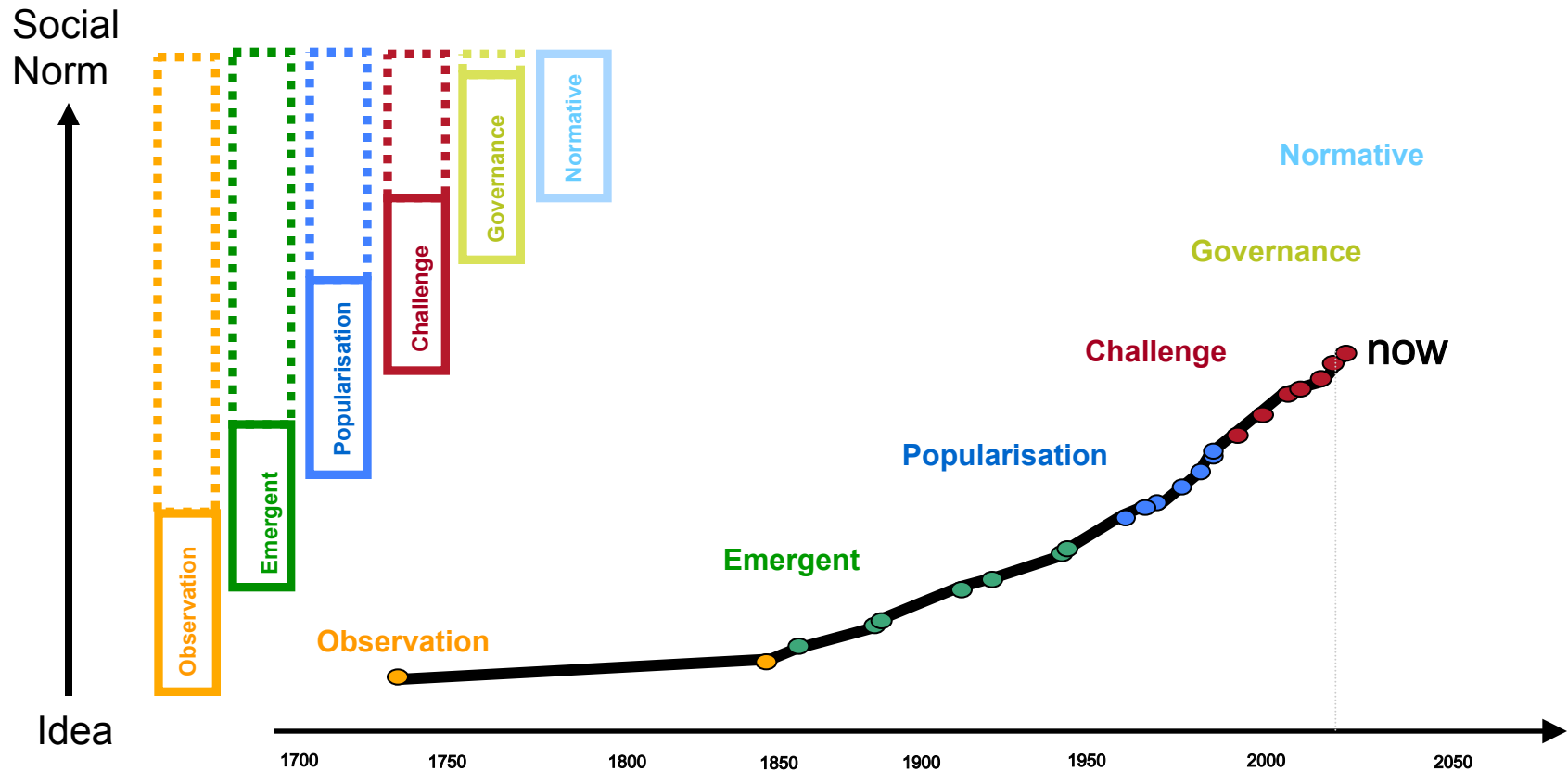
Futureye Approach





2. Expectations – knowing what you have to align to

The Futureye Curve – Tracking Social Issues Maturation





3. Outrage – understanding risk comprehensively

$$R = H + O$$

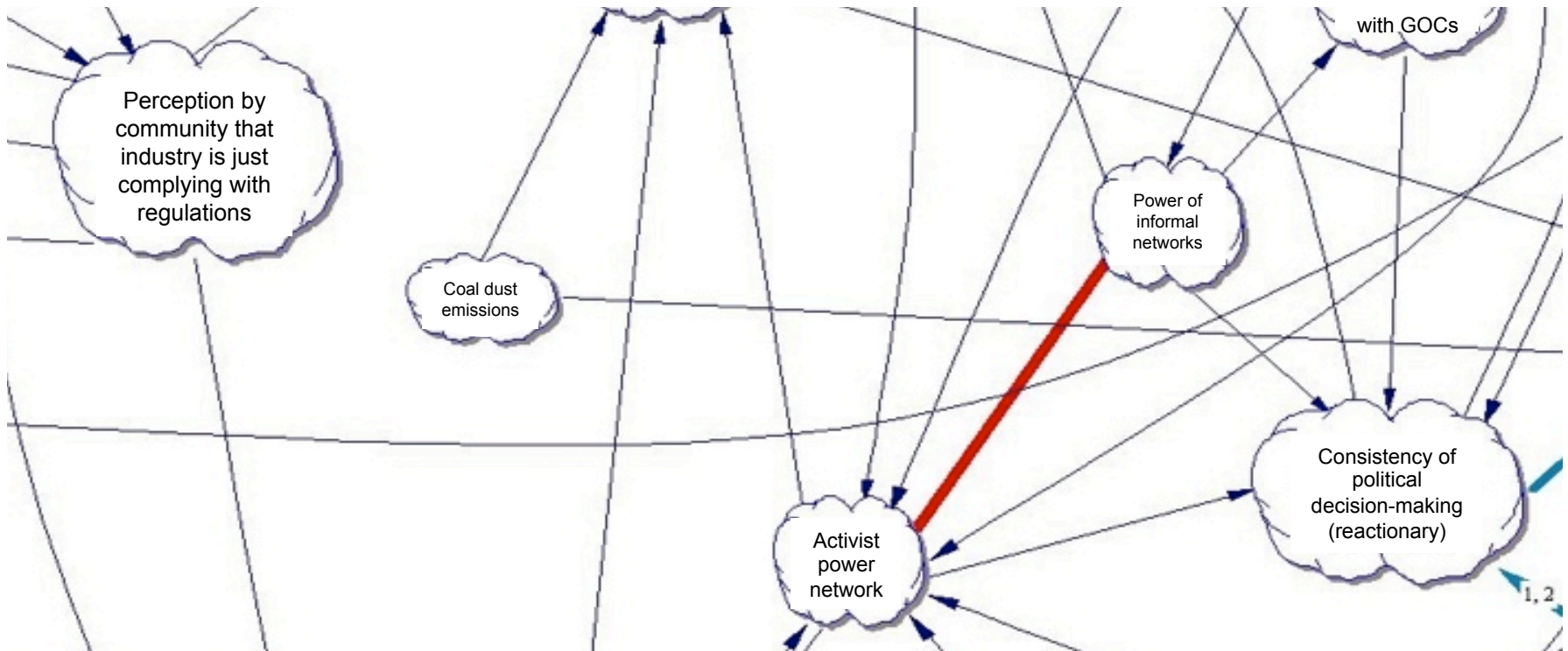
Outrage drives public policy risk

Output: Understand real reputational drivers – current & sleeper issues

4. Inter-Relationships – knowing who and what to target



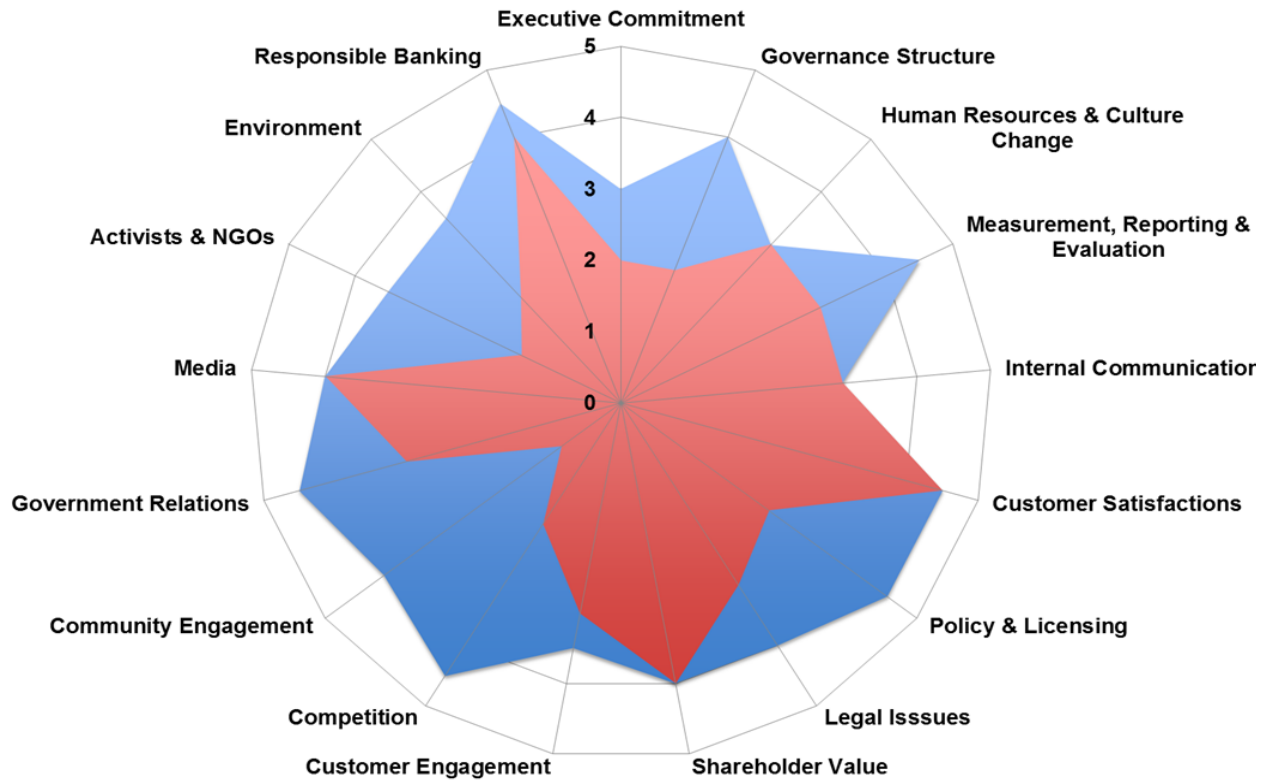
Systems Mapping



5. Measurement – understanding the scale of the challenge



Gap Analysis



Thank You



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Real solutions to real dilemmas

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