



Abstract



World Futures Studies Federation 19th World Conference

"Futures Generation for Future Generations"

21-24 August 2005

Futures Studies Department

Corvinus University of Budapest

A futures generations seal of approval

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Futurists have been increasingly vocal in the growing movement toward greater corporate responsibility. This paper examines the efforts already made to infuse the corporate responsibility movement with a futures-orientation and proposes a set of criteria for determining a companies' responsibility to future generations. Environmentalists, fair trade activists, workplace advocates and others have been at the forefront of the corporate responsibility movement by creating a series of standards and certifications that have already made large impacts on business practice. A 'futures certification' for business will bring futures thinking to the public's attention, informing consumers' choices and creating leverage with business to push them to focus on the long-term impacts of their practices.

The holistic nature of a futures (or futures-generations) certification would include or subsume most of the various other certifications and create a much-needed icon for futures studies in everyday life.