The physical and biological limits of Earth’s ecological systems must be respected. [Issues include: Environmental impact, resource use, waste, ecosystems and habitats, water, energy, and climate change]

Societies, communities, and organizations need functioning economies to provide for their needs and to support their aspirations. [Issues include: business model, market impacts, and innovation]

Social systems should be organized in ways that promote equality, fairness, resilience, and opportunity for all. [Issues include: governance, equality, transparency, security, culture, and trust]

Human beings have the right to be to be safe, to have access to healthcare, and to have the opportunity for self-expression, self-development, and a good quality of life. [Issues include: health, education, happiness, safety, family, and quality of life]

Governance and management systems should strive to achieve optimal results across all four criteria (Nature-Economy-Society-Wellbeing) in an integrated way. [Issues include: corporate values, strategy, and performance matrices]