



NewForesight

**(Senior)  
Consultant**



**Together,  
we can**  
change the world  
fix the system  
lead the way

**Join NewForesight**



# Why I started New Foresight



LUCAS SIMONS,  
FOUNDER  
NEWFORESIGHT

**AS A SOCIETY,** we are facing great challenges. How can we significantly increase food production while protecting the environment and improving the working and living conditions of farmers? How can we increase energy production while moving away from the use of fossil fuels? How can we change our economies from a linear 'make-take-waste' model to a circular model which minimizes waste and

preserves materials? How can we grow our economies while protecting and restoring biodiversity? How do we prevent and deal with the consequences of climate change? Every single country and sector in the global economy is confronted with these questions. Their future viability and prosperity depend on finding the right solutions.

The unsustainable nature of how we run sectors – agriculture especially – was already clear to me as a young boy. I dedicated my career to figuring out solutions for how to shift industries towards large-scale sustainable transformation. Business as usual is no longer an option. Incremental improvements will not bring about the

degree of change required. We have to come up with more systemic solutions and innovative designs to solve these big questions. The system itself needs to change.

That is my personal mission. But I can't do it alone. That is why I started NewForesight.

NewForesight is about bringing together highly talented and committed professionals that want to sink their teeth into complex challenges. People who strongly believe that businesses and markets can be a force for good and that there is a competitive business case for sustainability. We care about sustainable value creation, building trusted relationships with our clients, and investing in our people. Everything else follows from that mission.

We don't just deliver reports. We analyze, convene, shape, drive, initiate, and create solutions for our many clients all over the world. We work with

leading multinationals, government institutions, multilaterals, NGO's, and certification bodies in over 15 sectors and more than 20 countries worldwide. We help unlock the potential of those who advance the world.

I founded NewForesight in 2008, but my excitement is still the same as when I started because the best is yet to come. For the next ten years, NewForesight has an ambitious international growth plan because we believe that growth allows us to attract more professionals, take on bigger challenges, have a bigger impact, and create more value. That is the legacy we are creating.

I hope that NewForesight's mission, capabilities, footprint, and team of top talent are a source of inspiration for you, as they are for me, every day. I hope that you come and join us, take your career to the next level and help us change the world.

An aerial photograph of a lush green forest. A paved road winds through the trees, curving from the upper right towards the center. The trees are dense and vibrant green, with some variations in shade suggesting different tree species or light conditions. The overall scene is peaceful and natural.

**'The  
system  
needs to  
change.'**

LUCAS SIMONS, FOUNDER NEWFORESIGHT

# We bring lasting impact to global sustainability issues

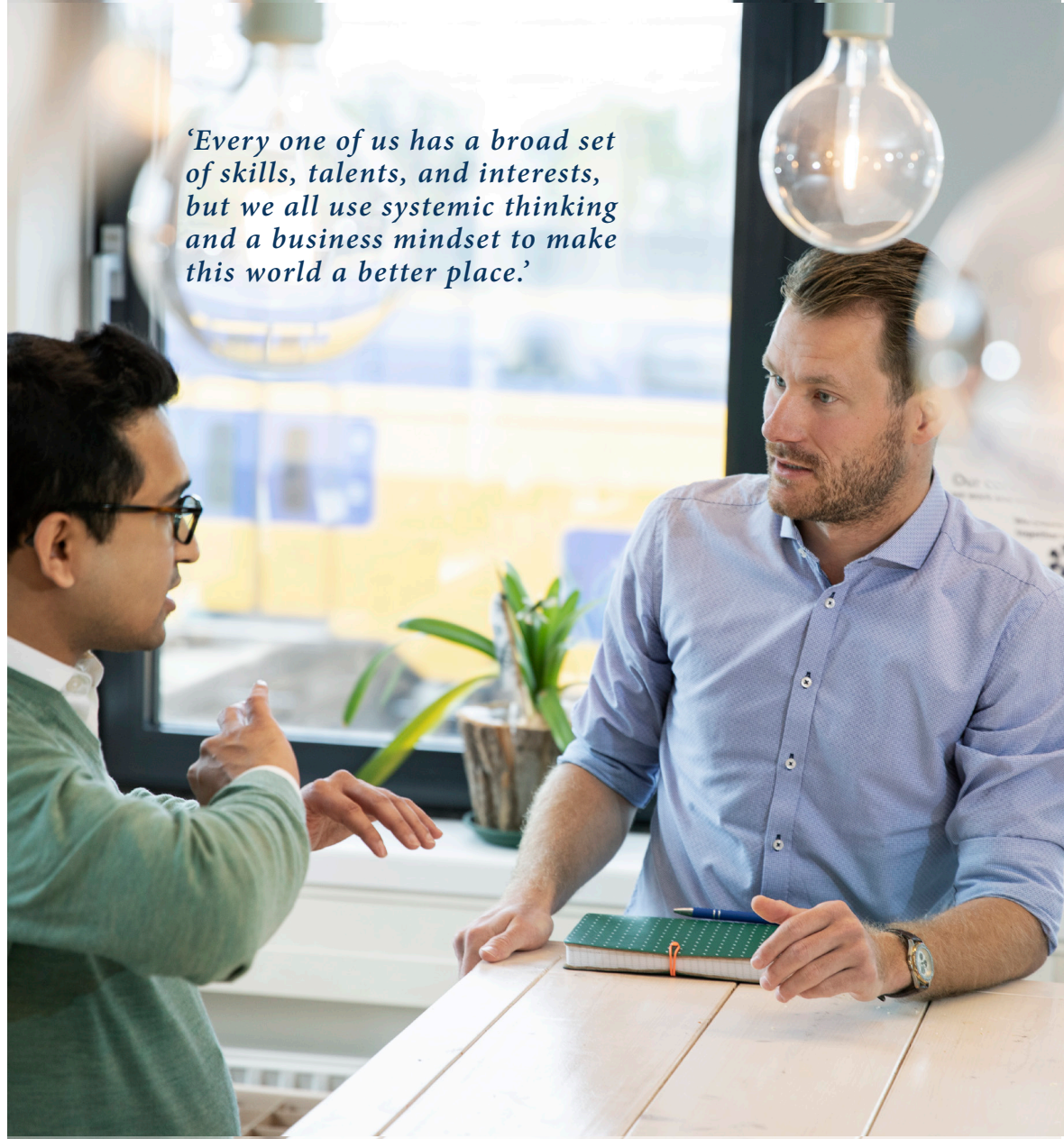
**NEWFORESIGHT IS** a leading sustainability consulting firm, set apart by its combination of systemic thinking and a business mindset with a commitment to a more sustainable world. We take on the world's toughest sustainability challenges, such as poverty, environmental degradation, overfishing, slavery, and deforestation. We help our clients achieve lasting impact.

By challenging the status quo and applying system logic, we are quickly able to get to the root causes of sustainability issues.

We create successful strategies by focusing on short-term wins and long-term systemic change. And we are convinced that the only way towards sustainable sectors is to clarify shared opportunities for all stakeholders.

Through our intimate knowledge of industries, governments, NGOs, and other key stakeholders, we drive the transformation of sectors by restructuring incentives and providing a strong value proposition for sustainable change.

*'Every one of us has a broad set of skills, talents, and interests, but we all use systemic thinking and a business mindset to make this world a better place.'*





'We envision a world in which markets incentivize sustainable behavior and operate within the boundaries of our planet.'

# How we brought systemic change to the world of organic cotton

## The status quo

Organic cotton farmers are far worse off than regular cotton farmers, even though consumers and fashion labels are willing to pay more for organic cotton. We set out to change this paradox.

## Our analysis

Cotton farmers are part of a supply chain, where they deal with suppliers for things like seeds and fertilizers, and clients such as resellers. They very rarely come into contact with fashion brands, let alone consumers.

Organic cotton is seen as a more sustainable alternative, and therefore, it fetches a premium price from fashion brands and consumers. However, the system is set up in a way that does not provide any incentives for the farmer to go organic, causing demand to outpace supply. This has a number of root causes.

Firstly, since the supply chain absorbs any premiums before they reach the farmer, there is no financial incentive for a farmer to opt for the more expensive method of organic production.

Secondly, farmers need to buy their organic cotton seeds a year in advance from a supplier. Since there are no long-term contracts with farmers, they have no guarantee that their clients will still be interested in buying their organic cotton by the time it is ready to be picked. If they take the gamble, they also have no guarantee that the seed they are paying for is actually 100% organic.

Thirdly, if their organic product turns out to be contaminated with GM cotton - a realistic scenario - it is the farmer who takes the blow. So for cotton farmers, the risks of going organic are high, and there are no gains. To fix this, the system needs to be redesigned.

## Our solution

We united the ten fashion brands responsible for 70% of the organic cotton demand. Together, we reorganized their supply chains and piloted several solutions to decrease the risk and increase the financial reward for producing organically, most notably sector-wide traceability, organic seed quality control, long term buying commitments, and farm-level improvements.

For buyers, their supply of organic cotton became more stable and scalable because of more transparent, long-term alliances with farmers.

The newly formed alliance also made it possible to invest in research into organic cotton, which further helps to grow the organic cotton sector. A good example of turning challenges into shared opportunities!



*'I can contribute to  
NewForesight's ambitious  
growth plans.'*

**APOORVE KHANDELWAL,  
SENIOR CONSULTANT**

## Position (Senior) Consultant

**As a (Senior) Consultant at NewForesight, you can leverage your business mindset to create lasting solutions to the world's toughest sustainability challenges.**

**YOU WILL SHAPE** initiatives for systemic change in different sectors and drive their high-quality execution. Additionally, you will form an integral part of the team that develops the strategy that will help the company and the team grow and excel.

Your expertise is a key asset and you are encouraged to continue to strengthen your skills and knowledge. Supported by a strong and ambitious

team, you will be tasked to turn the complex challenges of corporate and public sector clients into opportunities for them and their stakeholders.

Based on your exposure to different clients, sectors, and challenges, you will be able to further build your profile as a sustainability thought-leader. To your clients, you will be a trusted advisor, and to junior colleagues, you will be a coach and mentor. Your

impact on the business and global sustainability will be significant.

### **Your background**

- Master's degree or Ph.D.
- 5 - 8 years of experience in consulting or sustainability
- Highly skilled at data-driven and/or fact-based consulting
- Strong affinity with project and people management
- Driven to make a lasting and strong impact

### **What we offer**

- Clear growth opportunities tailored to your ambition
- Passionate and diverse colleagues
- Flexible hours
- Remote working
- International working environment
- Access to a large network in global markets
- Entrepreneurial opportunities
- 360-degree feedback culture
- Development of your leadership skills and profile as an expert



# Interview process

**Step 1**  
Interview  
with a case study

**Step 2**  
Interviews with peers  
and senior colleagues

**Step 3**  
Exploring the  
culture fit together  
with Founder  
Lucas Simons

**Step 4**  
Offer and Acceptance





**Together, we can**  
**change the world**  
**fix the system**  
**lead the way**  
**Join NewForesight**

Send your CV and motivation letter to:  
[info@newforesight.com](mailto:info@newforesight.com)

