



Sustainable Markets 2020 Ten-Point Action Plan:

Within the framework of sustainable markets and rapid decarbonization, HRH believes that changing our current trajectory will require bold and imaginative action in 10 key areas:

- 1. Shifting our default setting to sustainable** by putting sustainability at the centre of our business models, our analysis, our decisions and our actions. It also means further defining and developing the discipline and framework of sustainable markets and sustainable industries.
- 2. Outlining responsible transition pathways to decarbonize and achieve net and negative zero.** Moving together with clear roadmaps will create efficiencies and economies of scale that will allow us to leapfrog our collective progress and accelerate our transition.
- 3. Reimagining industries through the lens of sustainable markets** to create entirely new industries, products, services and supply chains while in parallel helping to transition our existing systems.
- 4. Identifying game changers and barriers to transition.** To accelerate, we need to showcase and invest in the game changing technologies and emerging solutions while eliminating the barriers to progress.
- 5. Reversing perverse subsidies and improving incentives for sustainable alternatives.** It is time to level the playing field and to think about how we properly deploy taxes, policies and regulation in a way that catalyzes sustainable markets.
- 6. Invest in STEM, innovation and R&D with a focus on sustainable solutions, alternatives and industries.** We are on the verge of catalytic breakthroughs that will alter our view of what is possible – and profitable – within the framework of a sustainable future. It is time to invest in solutions.
- 7. Investing in Nature as the true engine of our economy.** Building conservation and nature-based solutions into our asset base and supply chains can offer significant economic growth opportunities, including in areas such as the circular bioeconomy, ecotourism and green public infrastructure.
- 8. Adopting common metrics and standards.** An increasing number of corporations are adopting E.S.G. methodologies and highlighting their S.D.G.-aligned investments. However, it is time to move to unified metrics and global standards.
- 9. Making the sustainable options the trusted and attainable options for consumers.** With consumers controlling an estimated 60% of global G.D.P., people around the world have the power to drive the transformation to sustainable markets. We must better communicate with consumers about the sustainability of the goods, services and investments we offer.
- 10. Connecting investments to investables using platforms that can rapidly scale solutions.** It is time to align sustainable solutions with funding in a way that can transform the market place. This requires not only showcasing high potential investments but that we reimagine financial analysis, structuring and models of return.