

# Building Sustainable Markets

The current system is no longer fit for purpose



Increased income inequality



Environmental degradation



Loss of species at unprecedented rates



Severe stress on food systems and on water

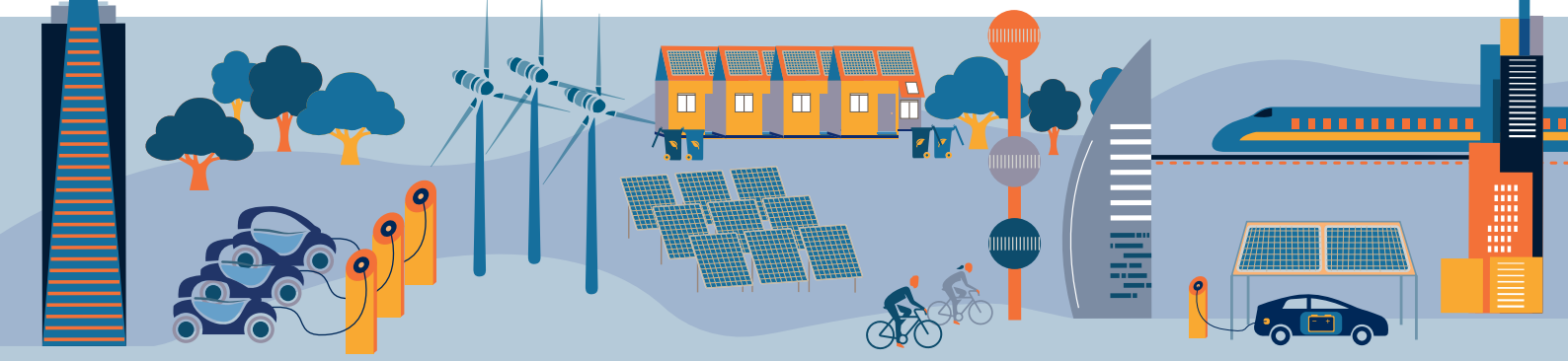


Massive deforestation



Collective impact of irreversible climate change

Today, our markets are unsustainable. We need to build a new economic system...



...able to keep those benefits the old market system has given us and mitigate the downside risks.

Positive signs we are moving in the right direction. But we can and must do more.



## Business

Revenues from sustainable products and services grew at six times the rate of overall company revenues. SDGs represent a 12\$ trillion Market Opportunity.



## Governments

There has been a 38-fold increase in environmental laws put in place since 1972. 127 countries have adopted some form of legislation to ban or regulate plastic bags.



## Consumers and citizens

Citizens and consumers can change the market and can inform policy as they control an estimated 60% of global GDP.



## Investors

Socially responsible (ESG) investing has grown 25% since 2015 to 20 trillion dollars in assets under management.

## Opportunities



- Disruptive innovation
- Sustainable alternatives
- Public-private partnerships
- Fuel the economy of the future

## Risks



- Greenwashing
- PR instead of meaningful action
- Disconnected initiatives
- Unintended consequences

## Action Areas to Accelerate the Transition

### Default setting



1

Putting sustainability at the centre of our business models, our analysis, our decisions and our actions.

### Pathways



2

Outlining responsible transition pathways to decarbonize and achieve net zero.

### Systems



3

Transitioning our existing systems by creating entirely new industries, products, services and supply chains

### Solutions



4

Investing in the game changing technologies and emerging solutions while eliminating the barriers to progress.

### Policies



5

Reversing perverse subsidies and improving incentives for sustainable alternatives.

### Innovation



6

Investing in STEM and R&D with a focus on sustainable solutions, alternatives and industries.

### Nature



7

Building conservation and nature-based solutions into our asset base and supply chains as the true engine of our economy.

### Standards



8

Adopting common standards and comparable metrics so consumers, investors, shareholders and the public are better informed to make better decisions.

### Price



9

Embedding positive and negative social and environmental costs into goods and services to ensure sustainable options are the attainable option.

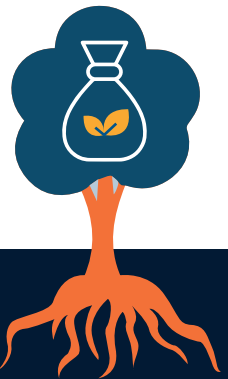
### Platforms



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Connecting investments to investables using platforms that can rapidly scale solutions and transform the market place.

Choosing Sustainability does not require us to sacrifice profit but asks us to broaden our assessment of capital and its value while exploring how to optimize for global future benefit.



We need a **Sustainability Revolution**, rooted in purposeful capitalism and sustainable markets. And we need it now.

