Building Sustainable Markets

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.

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

1. Outlining reasonable transition pathways to decarbonize and achieve net-zero.
2. Aligning policies, regulations, taxes and incentives to create the enabling environment.
3. Embedding positive and negative social and environmental costs into goods and services to ensure sustainable options are the attainable option.
4. Adopting common standards and comparable metrics so consumers, shareholders and the public can be better informed to make better decisions.
5. Connecting investments to investments using platforms that can rapidly scale solutions.

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.

For more information contact sustainable-markets@weforum.org | www.sustainable-markets.org