

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

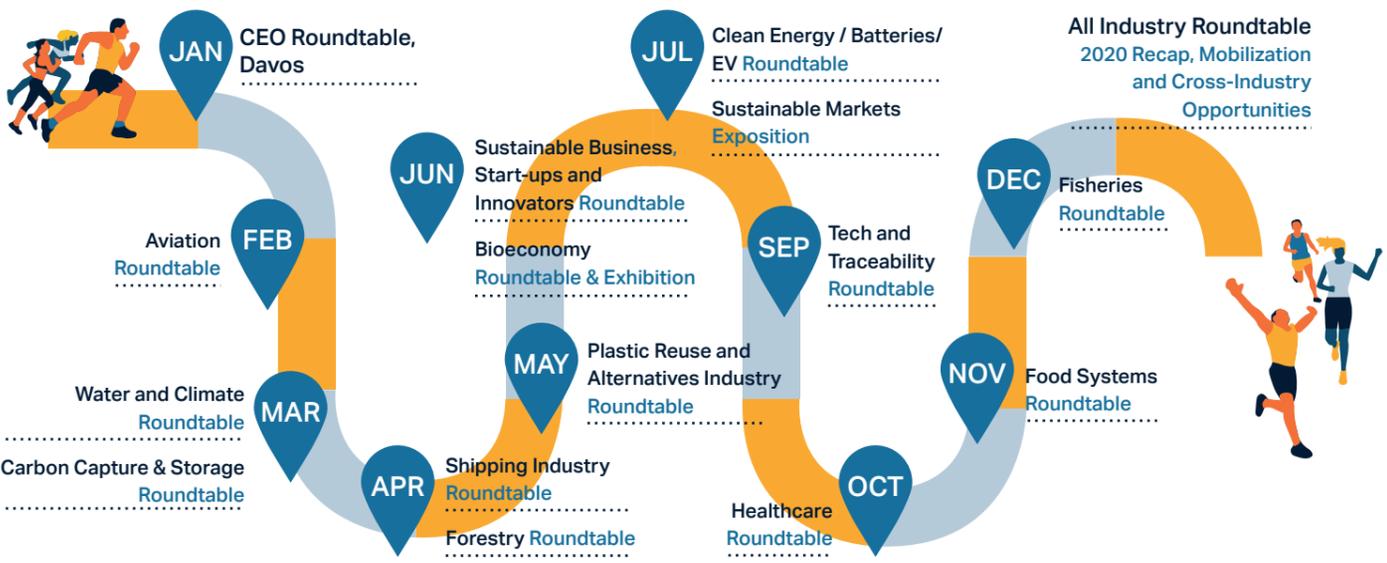
Risks



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



2020 Sprint in the Decade of Delivery Sustainable Markets Council Meeting Calendar



Action Areas to Accelerate the Transition

Pathways



1

Outlining responsible transition pathways to decarbonize and achieve net zero.

Policy



2

Aligning policies, regulations, taxes and incentives to create the enabling environment.

Pricing



3

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

Standards



4

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

Platforms



5

Connecting investments to investables 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.

