INVESTING IN SUSTAINABILITY HACKING
CALLING

CAREER
THE ISSUE

Civilisation faces 'perfect storm of ecological and social problems'

Abuse of the environment has created an 'absolutely unprecedented' emergency. sav Blue Planet prizewinners

THE OPPORTUNITY

Consensus on 17 UN Sustainable Development Goals “SDG’s” for 2030 among Industry, Government & NGO’s

By 2030

$12 trillion economy
380 million jobs

Better Business, Better World Report – Business & Sustainable Development Commission
CORPORATIONS & INVESTORS

GOVERNMENTS

NGOs

A EUROPEAN STRATEGY FOR PLASTICS IN A CIRCULAR ECONOMY

We cannot choose between [economic] growth and sustainability; we must have both

Paul Polman

11 companies take major step towards a New Plastics Economy

French group Danone targets virtuous circle over coming decade

PARIS (Reuters) - Danone (DANO.PA) Chief Executive Emmanuel Faber is banking on the world's biggest yogurt maker's push into healthy eating and sustainability to deliver sales growth over the coming decade.
LACK OF SCALE FOR SOLUTIONS

INFORMATION & CONNECTION ASSYMMETRY

SCALE

CORPORATIONS & INVESTORS

LARGE NGOs

GOVERNMENTS

ACADEMICS

EXPERTS & INFLUENCERS

ENTREPRENEURS & INNOVATORS

INNOVATION
ENVIRONMENTAL SOLUTIONS PLATFORM

HUMAN EXPERTISE X MACHINE INTELLIGENCE
THE TIDE IS TURNING
(Even in the US)
1. **STOCKS OF COMPANIES WITH MATERIAL ESG INVESTMENTS OUTPERFORMED STOCKS WITH IMMATERIAL ESG PROGRAMS:**
   6% ANNUALIZED ALPHA
   - Example MATERIAL investment: food & beverage company that commits to sustainable sourcing of ingredients

Khan, Serafeim, Yoon, Harvard - 2015

2. **U.S. PORTFOLIO WITH HIGH ESG RISKS EXHIBITS A ALPHA OF −3.5% PER YEAR. THE NEGATIVE ALPHA STEMS FROM UNEXPECTED COSTLY ESG ISSUES AND FROM NEGATIVE EARNINGS SURPRISES**

S. Gloßner, Catholic University of Eichstätt-Ingolstadt, 2017
Research: Actually, Consumers Do Buy Sustainable Products

by Tensie Whelan and Randi Kronthal-Sacco
JUNE 19, 2018

Whelan, Kronthal-Sacco, US 2018 – review of 71,283 products

Share of Market (2018)
- 16.6% Sustainability-marketed products*
- 83.4% Conventional Products

Share of Market Growth (2013-2018)
- 49.9% Sustainability-marketed products*
- 50.1% Conventional Products

* third-party certification, such as USDA organic and Fair Trade, and the packaging’s claims about undesirable traits (such as genetically modified, BPA, parabens, antibiotics, growth hormones) and positive characteristics (local, grass-fed, compostable, animal cruelty-free)
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