

**INVESTING IN
SUSTAINABILITY
HACKING**







CALLING



CAREER



PURPOSE



PROFIT

WEDNESDAY, JUNE 29 6:30 PM
DEBARTOLO PERFORMING ARTS CENTER
FREE ADMISSION
PANEL DISCUSSION TO FOLLOW



POVERTY, INC.

"A powerful and uncompromising film."
Andrés Jiménez, *El País*



FIGHTING POVERTY IS BIG BUSINESS

BUT WHO PROFITS THE MOST?



WWW.POVERTYINC.ORG #POVERTYINC



THE ISSUE

Civilisation faces 'perfect storm of ecological and social problems'

Abuse of the environment has created an 'absolutely unprecedented' emergency, say 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



A EUROPEAN STRATEGY
FOR PLASTICS
IN A CIRCULAR ECONOMY



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

Paul Polman

French group Danone targets virtuous circle
over coming decade

Dominique Vidalon, Pascale Denis

4 MIN READ



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 above that of its peers over the coming decade.

11 companies take major step towards a New Plastics Economy

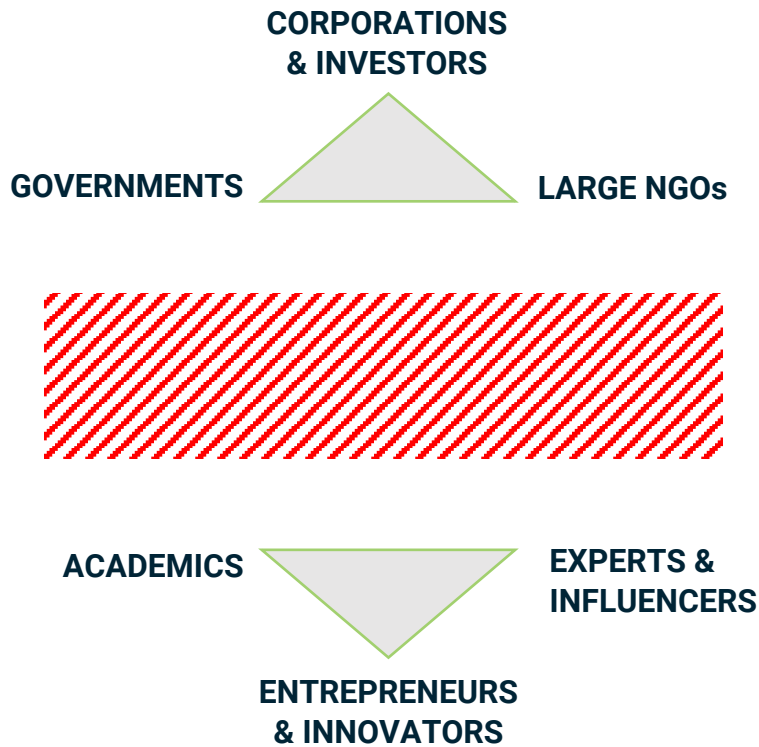
ACADEMICS



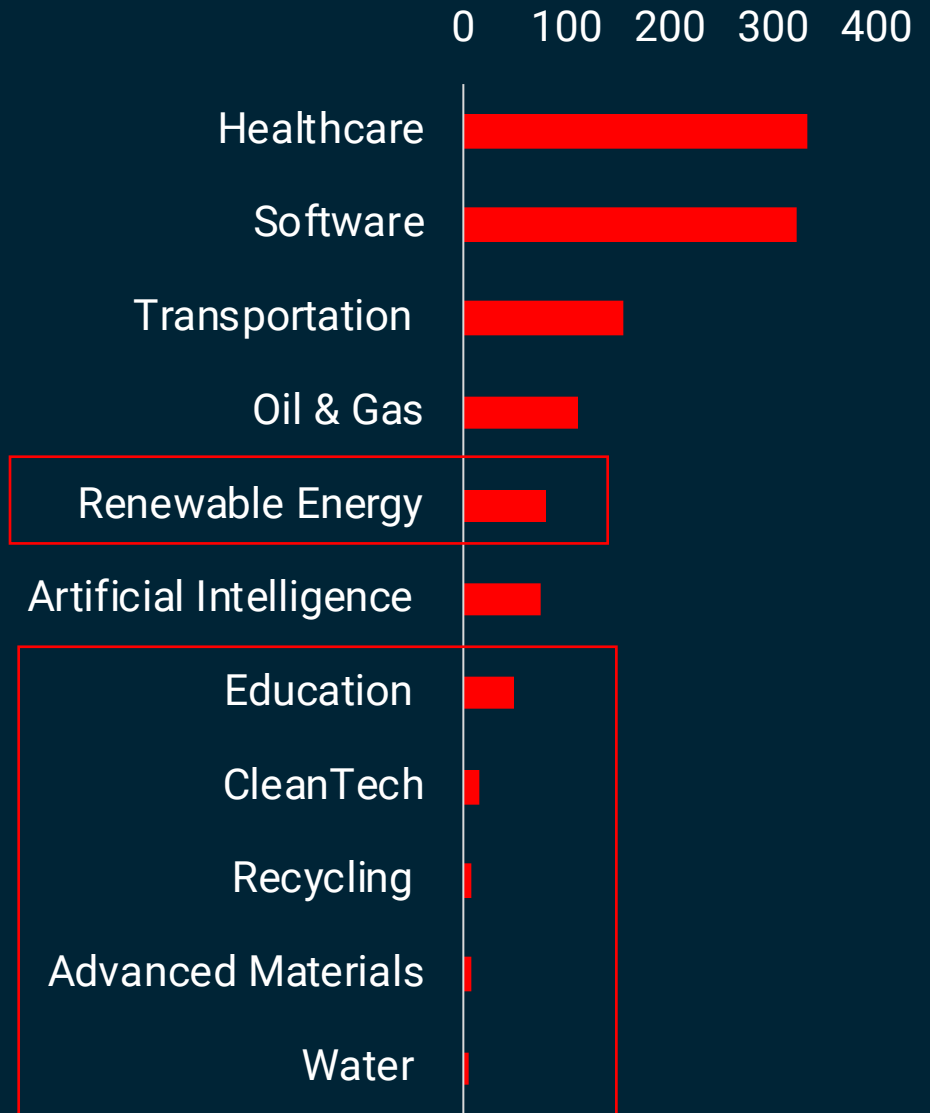
**EXPERTS &
INFLUENCERS**

**ENTREPRENEURS
& INNOVATORS**





Total Startup Funding 1995-2019 (billion USD)



SCALE

CORPORATIONS
& INVESTORS

GOVERNMENTS



LARGE NGOs



ACADEMICS



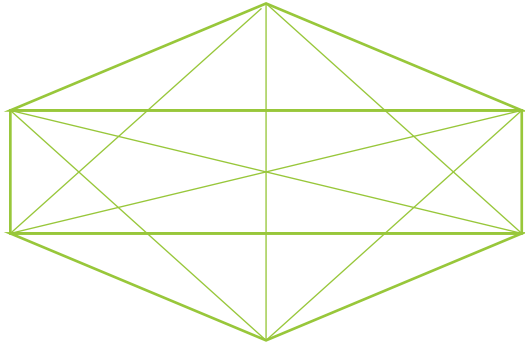
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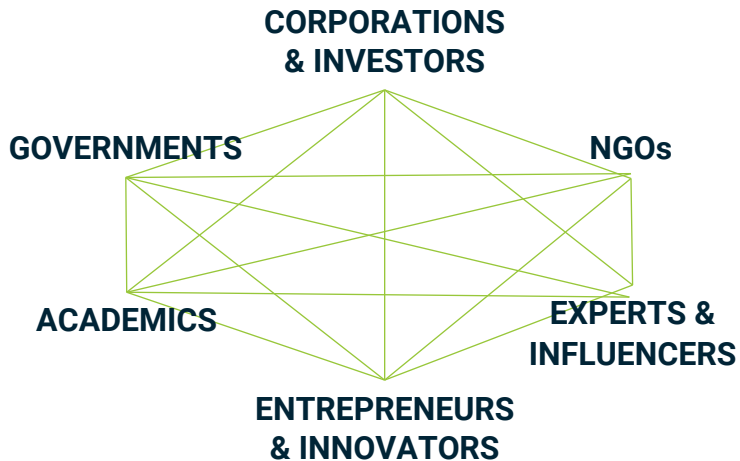
INNOVATION

LACK OF SCALE FOR SOLUTIONS

INFORMATION & CONNECTION
ASSYMMETRY



SCALE



INNOVATION



ubuntoo

**ENVIRONMENTAL
SOLUTIONS PLATFORM**

**HUMAN EXPERTISE
X
MACHINE INTELLIGENCE**

Find Over 500 Circular Economy Solutions to Plastic Pollution



Popular Searches

- Blockchain
- Cassava
- Chemical Recycling
- Coffee
- Compostable
- Cups
- Diapers
- e-commerce
- Edible Packaging
- Food Containers

Spotlight



152 0

Patented method for producing bioplastics, manure-derived paper, and regenerated cellulose fibres.

[Read more >](#)

Latest News



Recycling Today

Argentina startup recycles film plastics into gravel

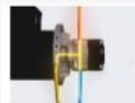
Aug 20, 2019



Recycling International

Australia invests 20 million in future-proofing recycling tech

Aug 20, 2019



Packaging Europe

Baumüller will present future-proof systems for the plastics industry at K 2019

Aug 20, 2019



India CSR

How about a consortium of companies to collect plastic waste! Dabur shows the way

Aug 20, 2019



Business Wire

Supporting environmental sustainability one cardboard box at a time

Aug 20, 2019

[More News >](#)

**THE TIDE IS
TURNING
(Even in the US)**



HARVARD | BUSINESS | SCHOOL

WORKING KNOWLEDGE

Business Research for Business Leaders

24 MAR 2015 WORKING PAPER SUMMARIES

Corporate Sustainability: First Evidence on Materiality

by Mozaffar Khan, George Serafeim and Aaron Yoon

The relatively new class of corporate investments known as sustainability investments has attracted the attention of firms, institutional investors, academics, and societal advocacy groups. This paper examines in depth how such investments enhance value for shareholders. Results overall show that investments in material sustainability issues can be value-enhancing for shareholders while investments in immaterial sustainability issues have little positive or negative, if any, value implications.

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

MARKETING

Research: Actually, Consumers Do Buy Sustainable Products

by Tensie Whelan and Randi Kronthal-Sacco

JUNE 19, 2019

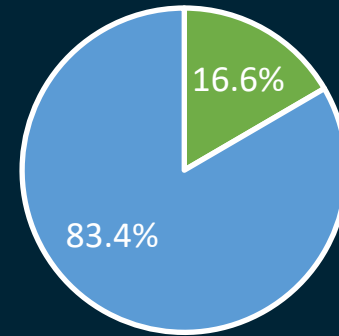
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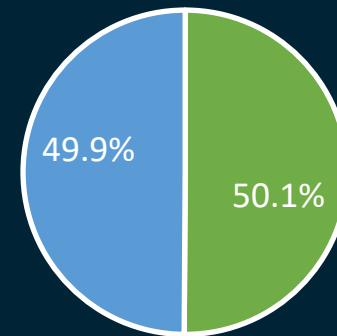
SHANA NOVAK/GETTY IMAGES



RESEARCH BY NYC – STERN CENTER FOR SUSTAINABLE BUSINESS

\$ Share of Market (2018)



Share of Market Growth (2013-2018)

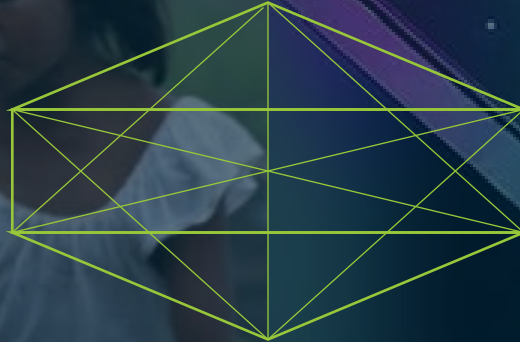


-  Sustainability-marketed products*
-  Conventional Products

* 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)

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

PURPOSE



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peter@ubuntoo.com