



BUILDING A
SUSTAINABLE FUTURE
November 2021

THE MARKET NEED

The market has become increasingly broken as investors and consumer have changed their requirements:

INVESTORS only sought the highest financial return for the lowest risk. Increasingly they also want to ensure their investments protect the planet and society.

CONSUMERS only sought the highest quality goods, for the lowest price. Increasingly they also want to ensure their purchases don't damage the planet and society.

The markets still optimise for the original requirements. Price comparability, transparent financial reporting, audits to ensure confidence, and clear demand from investors and consumers enable a level playing field and support an effective market.

However, the metrics required to optimise product price and best return investment are narrow in scope and have inadvertently driven the planet towards societal and ecological disaster.

Environmental, Social and Governance (ESG) metrics widen this scope and drive the transformation to a sustainable and responsible society. But, data is currently difficult to collect, has poor coverage & quality, provides weak market signals preventing value pools forming, and has no agreed standard or approach.

If we wait for markets to naturally iterate towards measuring what matters, it will be too late.

rewired.earth aims to harness the transformative power of the markets to protect our planet and society. It brings together collaborators from across society. To succeed, we need to create information, equivalent in quality to financial data, for the new requirements of investors and consumers.



THERE ARE A NUMBER OF BUILDING BLOCKS REQUIRED TO BUILD A SCALABLE SOLUTION:

SUSTAINABLE FRAMEWORK

We need a simple framework that works for all participants enabling them to talk a common language and make informed decisions.

SUSTAINABLE DEMAND

As individuals we have no way of communicating what we care about the market does not know where the money is.

SUSTAINABLE TRANSPARENCY

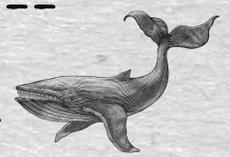
Currently, the more companies look at actual sustainability including supply chain, the worse they appear compared to an organisation that hasn't tried. We need a framework that rewards transparency.

SUSTAINABLE TRANSITION

Currently, ESG data is backward looking and doesn't allow a company or fund to convey what they are hoping to achieve on their sustainability agenda over the medium term. We need investors to be able to fund the transition they want to see and companies to be rewarded.

SUSTAINABLE FUTURE

At the moment activities focussed on saving the planet are not valued by the market. The framework needs to bring charities, foundations, and sustainable behaviours into the scope of the market & the supply chain.



SUSTAINABILITY FRAMEWORK - A COMMON LANGUAGE

All investments, products and services should include sustainability indicators to enable fact-based decisions for consumers, investors, lenders, corporates and policymakers. We can do this with one framework that combines the United Nations Sustainable Development Goals & World Economic Forum Sustainable Value Creation metrics.

The UN Sustainable Development Goals provide country level commitments, whilst the World Economic Forum provides company level metrics.

By bringing the UN Sustainable development goals together into a square, we can create a universal reporting solution, readable across devices.

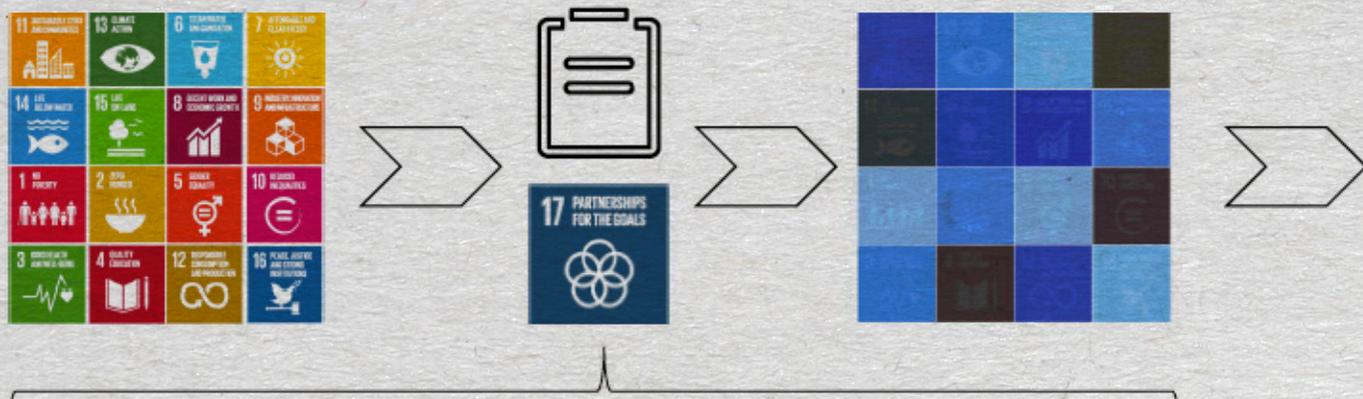
The square is structured around the World Economic Forum framework for Measuring Stakeholder Capitalism, providing four pillars: Planet, Prosperity, People and Principles of Governance. This supports a strong connection with the Sustainability Standards Board. However, until now neither set of metrics or targets were usable in an integrated way for market demand or supply.



SUSTAINABLE DEMAND - WHAT DOES THE WORLD CARE ABOUT...

Today, the demand signals for ESG alignment are weak. The definition of ESG is nebulous and so a coherent market response will not occur. To drive a real change of behaviour across asset allocation and in corporate boardrooms, we need to know what investors care about and what they want their money to do.

The sustainability square enables us to capture a view from each individual (as investors, consumers, employees and citizens) about what they care about. Individual's priorities can be mapped to the square to create a "Sustainable Demand" view. Once combined for all individuals, strong signals are created for markets regarding society's urgent priorities.

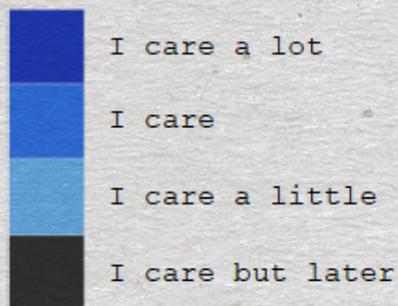


\$70tn assets with ESG mandates	
Climate Action	\$63tn
Reduced Inequalities	\$49tn
Life on Land	\$47tn
...	...

INTEGRATING THE GOALS

By allowing individuals to share their values and priorities as they invest and purchase, we can build a repository of demand both at the macro level, the fund/pension level, and the product level. Enabling us to identify key priorities that have associated investment available.

This will enable the generation of the quantifiable "sustainable value pools".



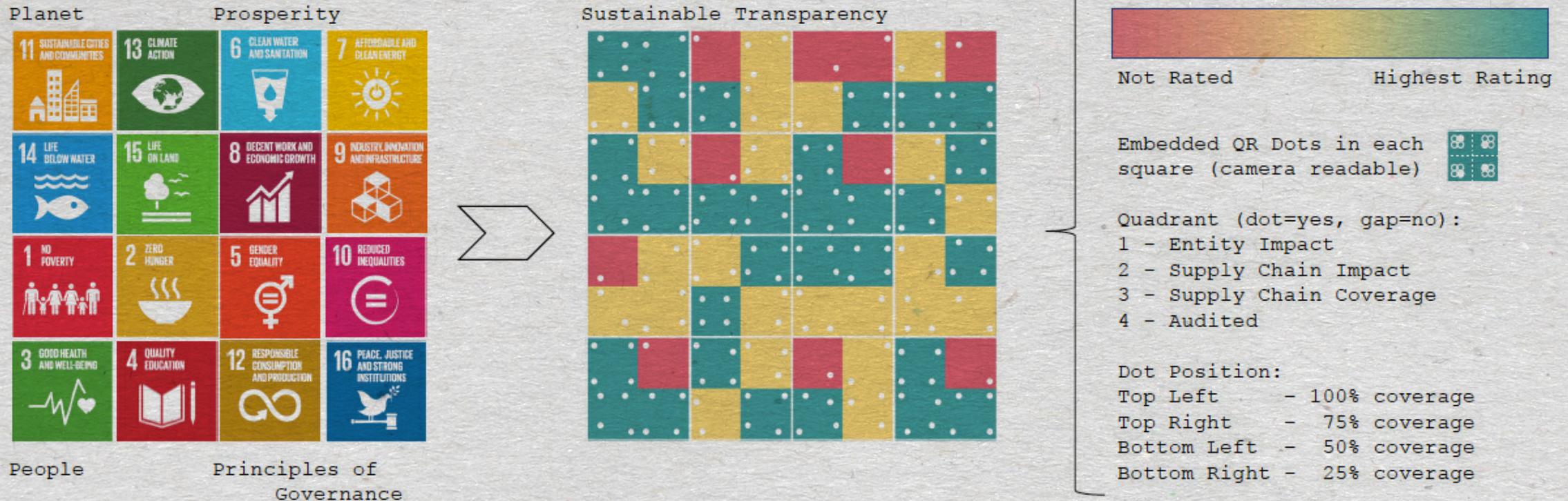
Knowing that 90% of your potential investor universe cares about "Climate Action" underpins the creation of value pools. These pools become available to companies as they change their behaviour. This creates a direct link between sustainable behaviour & increasing shareholder return. For the first time an effective financial business case can drive sustainable decisions, projects, products and services.



SUSTAINABLE TRANSPARENCY - CONFIDENTLY UNDERSTANDING YOUR IMPACT

Knowing the market demand is only one part of the problem. We also need to fully understand the impact of our investments and our purchases. This cannot just be at the company level that we are investing in or buying from. It has to include the full supply chain that enables the product to be produced or for the financial return to be generated.

However, as mentioned with the current set up, the more an organisation looks the worse they seem. Importantly, in the Sustainable Transparency Square, unless there is an understanding of the supply chain impact each square can only be red. This means that for a square to become green the end to end sustainability of the business needs to be understood.



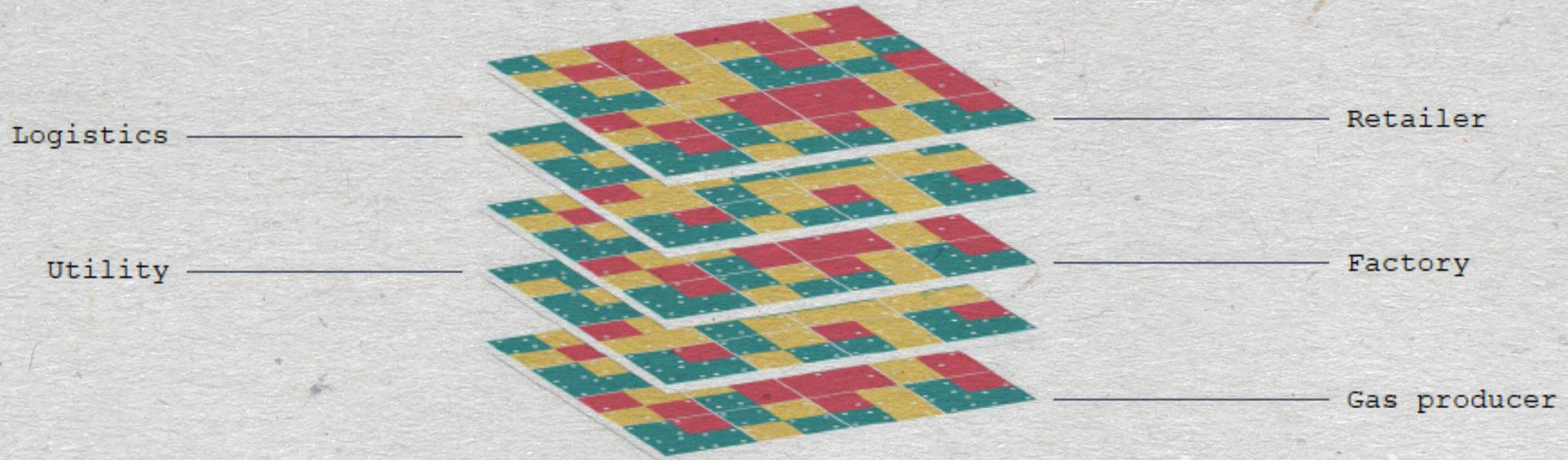
NB The Sustainable Transparency Square is both human readable (e.g., if the top left hand quadrant is broadly green it is good for the planet) and device readable (e.g. depending on the position of the dots within each square a detailed understanding of sustainability for the product, investment or service is accessible).



SUSTAINABLE TRANSPARENCY - SUPPLY CHAIN LOOK-THROUGH BY LAYERING SQUARES

Products and services in today's world are highly complex, with many different components and participants within supply chains. The market is currently focussed on a top down approach creating models as a proxy for what is likely to be going on in a supply chain, creating solutions to compare the outputs from different analyst companies. At the moment we are trying to assess what is going on in a company from the outside. At best this is from a qualitative sustainability report, at worst it comes from a modeller's best guess. This is really just focussing on the symptoms of a broken market.

By looking at building the data bottom up we can take a different approach. Each audited entity globally already collects data that would enable us to produce the first version of the sustainable transparency square. Indeed much of it is audited or captured by a third party. Capturing the data from inside the company, uploading it into a platform where only the corporate and the audit or can see the full data and then sharing apportioned data for the square to the customer base through the supply chain, would enable a simple approach to deliver transparency.



This approach harmonises sustainable and responsible reporting across all industries, and enables the consumer to understand the impact of all of their decisions in the same way, be it purchasing a box of cereal or choosing where to invest their pension.

This stack can then be layered further to roll up to entire companies, investment funds, countries and the world, providing a far richer picture of our economies than simplistic GDP metrics.

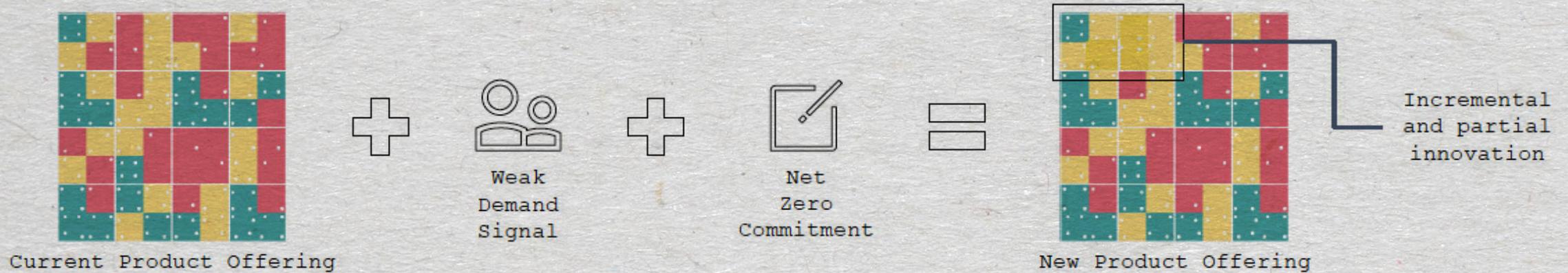
As data improves we can move from entity level to product.



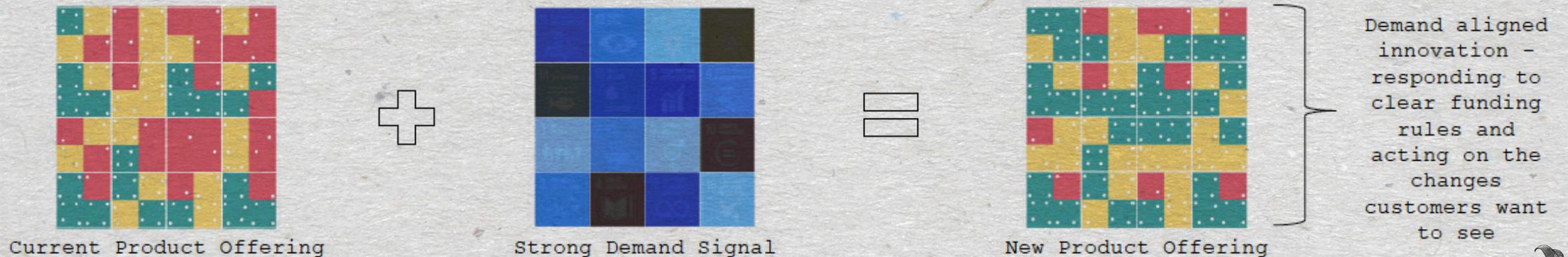
SUSTAINABLE TRANSPARENCY - ENABLING CORPORATES WITH CLEAR DEMAND SIGNALS

The lack of agreed approach in the market today means corporates currently follow paths broadly defined by rules present in any given market, their own proprietary goals, or those set for them by various stakeholders.

This approach is not working efficiently for example, corporates are setting Net Zero commitments that are partially aligned to demand signals in the market.

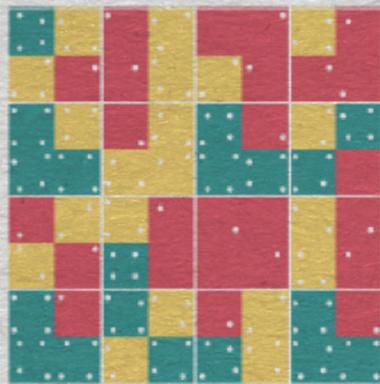


The Sustainable Demand square enables corporates to set their sustainability targets and develop their products and services to respond to strong consumer and investor demand signals.

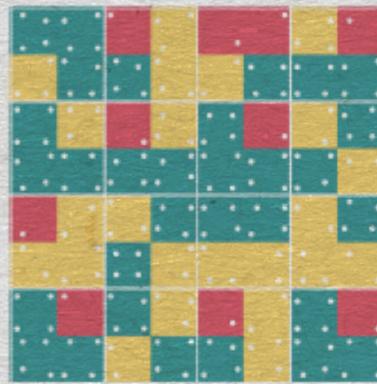


SUSTAINABLE TRANSPARENCY - PROGRESS OVER TIME AND FINANCING THE TRANSITION

To drive investment in the transition and provide transparency around investment objectives, the square can be used to show both the current ESG characteristics of a fund and where it will be in the future.



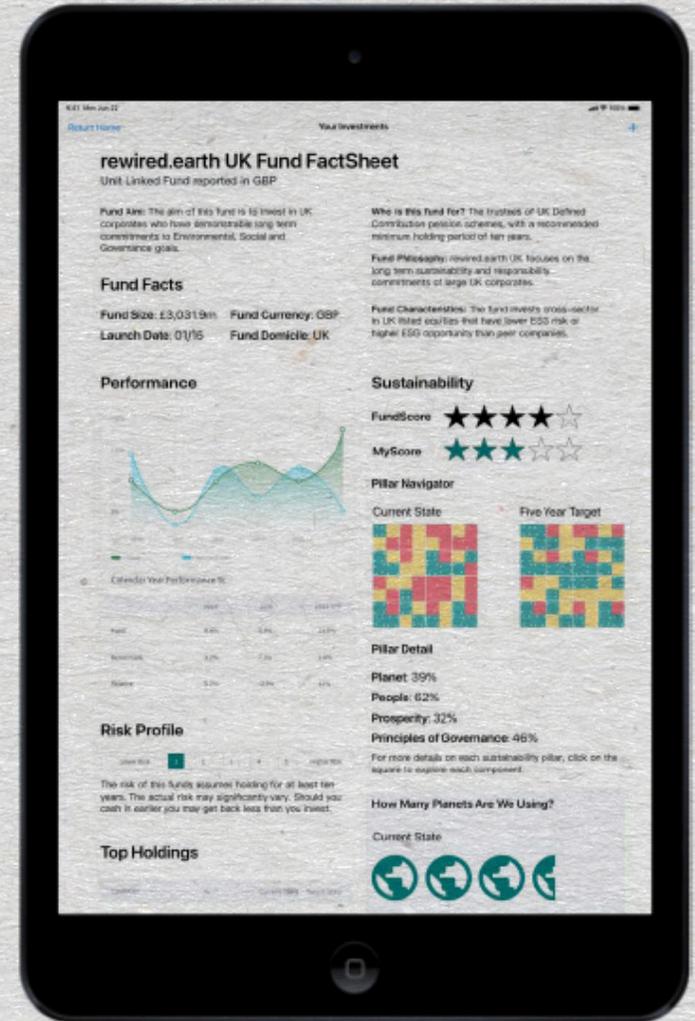
Current Fund Characteristics



Five Year Target

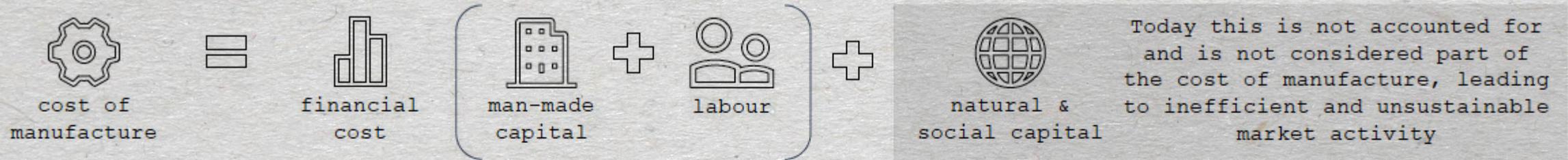
This enables individuals to invest in companies or funds that do not currently meet their criteria but have plans in place, verified by the auditor, as to how they will move the business on to a more sustainable footing. The move to red to green across various of the sub squares will enable different value pools to be access creating an increase in share price.

This will enable funds to prioritise financing the transition over allocating capital to an increasingly restricted investment universe of corporates that already meet defined ESG criteria.



SUSTAINABLE TRANSPARENCY - EXPANDING THE RANGE AND IMPACT OF THE MARKETS

Markets currently treat nature as a free and limitless good, with existing financial metrics failing to capture total impact of corporate and consumer activity. Currently:



The Sustainable Transparency Square addresses this market break:



Forest elephants are worth \$40k dead and \$1.75m alive. Currently there is only a market for dead elephants! Rebalance Earth is an example of how we could create new funding streams which benefit companies, communities, shareholders and consumers. They track the lives of forest elephants daily to ensure they are alive, each day the elephants normal behaviour captures and stores significant carbon dioxide.

By accounting for various species and ecosystems effectively, we can create the ability to offset a wide array of negative impacts in a verified crypto asset platform. This allows companies to benefit their shareholders whilst investing in schemes that fundamentally protect the planet and society. The market participants will actively benefit from doing the right thing. This changes the markets from being one of the most destructive forces to being the most protective.



Looking across the global markets today many companies are working on new products for the sustainability agenda. However, because this is a systemic market requirement competing will actually make the problem worse.

Imagine a world where accountants competed on how to present financial data what costs or liabilities to include. Markets would become inefficient; trust would fail. That is currently what we are doing on ESG.

Large companies will broadly maintain their market share whether they compete or collaborate on the sustainability agenda. However, by competing on the symptoms of a broken market they will destroy the planet, by collaborating to fix the market we stand a fighting chance of protecting the planet and society.

The approach outlined above is not rocket science it is in fact quite straightforward. Many organisations have already shown interest in the thinking and are committing resources to verify key elements of the approach. Once combined with consumer led pressure significant change could be achieved in a relatively short period of time.

Will you collaborate with the broader market to build a sustainable future for the next generations...?



Together we can
create a rewired.earth





THANK YOU

Find out more &
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