

The Trillion Dollar Shift

Achieving the Sustainable Development Goals;
Business for Good is Good Business



Forewords by:

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EARTH CAPITAL PARTNERS (ECP)

Investment in Sustainable Assets
Private equity addressing the Earth's challenges

Case applied in: South America, Latin America, Europe, Africa, and Middle East
Headquarters located in: England
www.earthcp.com



IMPACT SDGs

SDG 7

Affordable and Clean Energy

Invests in renewable energy markets that have experienced high growth with installed capacity forecasts to continue to grow significantly over the next decade with an estimated US \$4.5 trillion of new investment capacity globally by 2035.

SDG 9

Industry, Innovation and Infrastructure

Invests in promising young technology companies, typically aims to invest from US \$5 million to \$15 million in each company.

SDG 15

Life on Land

Invests in the effort to develop 80 million hectares of new tree plantations by 2030.

MEETING THE NEEDS OF TODAY WITHOUT JEOPARDIZING THE ABILITY OF FUTURE GENERATIONS TO MEET THEIR NEEDS.

ECP

ECP is a private equity firm specializing in investments that address challenges such as climate change, water scarcity, food and energy security. The investment platform offers institutional products for clients wishing to invest in sustainable assets. The firm targets commercial returns alongside sustainability impact, which has proven to generate significantly higher demand for investments. Typically investing in sustainable and renewable asset classes through its existing funds, ECP provides advice on investments that deliver commercial risk adjusted return.

ECP implements sustainable development investments through five categories: Natural Resource Consumption, Ecosystem Services, Pollution Control, Social and Economic Contribution, and Society and Governance. The firm's Earth Dividend system provides an annual measure of sustainable development impact by tracking an ECP Fund's operating assets across these five categories of ESG issues comprising of 30 ESG indicators. ECP has identified a number of commercial benefits resulting from this approach, including the potential for higher financial returns through understanding that sustainability enables more effective investment decision-making.

ECP seeks to invest in growth companies with patented, substantially proven technology, but they may also consider earlier stage technology development on an exceptional basis. The firm has three primary investment focus areas: First, sustainable technology is often enabled and accelerated by digitalization, which is a strong focus as merging technologies offer industry disrupting opportunities and significant scale-up potential (SDG 9). Second, sustainable agriculture in new markets such as biomass for energy generation, advanced structural wood, and wood-fiber based bio-materials and bio-fuels, which are developing at a very fast pace and present an important investment opportunity in the development of new, sustainable sources of wood fiber around the world (SDG 15). Third, renewable energy which is paramount to the future of human prosperity and depends on how successfully the two central energy investment challenges facing the world today are addressed: securing the supply of reliable and affordable energy; and effecting a rapid transformation to a low-carbon, efficient and environmentally benign system of energy supply (SDG 7).

CHALLENGE

To respond to the long-term pressures arising from resource and energy constraints, waste, environmental and pollution concerns, and the need for a low carbon economy.

OPPORTUNITIES FOR SCALE

The private equity sector has a powerful and positive role to play in deploying capital toward a sustainable, inclusive economy. Sustainable investing will fuel innovation, growth, good business, and societal benefits. ECP will continue to protect against risk, enhance value, and improve sustainability while generating impressive returns for investors.

Sources and further information

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- <https://www.bsr.org/our-insights/blog-view/private-equity-esg-from-policies-and-efficiency-to-impact>
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“EARTH CAPITAL PARTNERS TARGETS COMMERCIAL RETURNS ALONGSIDE SUSTAINABILITY IMPACT, WHICH HAS PROVEN TO GENERATE SIGNIFICANTLY HIGHER DEMAND FOR INVESTMENTS.”

WHAT ARE THE SDGs?
WHAT DO THEY MEAN FOR
BUSINESS AND CAPITAL?
WHAT OPPORTUNITIES DO
THE SDGs OFFER?
HOW CAN MY COMPANY SEIZE
THOSE OPPORTUNITIES?

Business is the engine of the economy, growth, innovation and job creation. Every company, large and small, has the potential to make a significant contribution towards economic, social and environmental progress. The United Nations carefully created 17 Sustainable Development Goals (SDGs) that identify what we all should be striving towards, and what we should reach by 2030 for the benefit of mankind. This is a call to action for both business and capital. Frontrunners are gearing their business practices to help achieve the Goals. If the SDGs make anything clear to business, it is that business for good is good business. Markets worth trillions of dollars are waiting at the door to be unlocked. Unlocking these markets is not only a great opportunity, it is a necessity.



**WE CAN BE SURE THIS INSPIRING BOOK
WILL REACH INTERESTED READERS
ACROSS THE GLOBE.**

PAUL POLMAN - CEO UNILEVER

**THIS BOOK BY MARGA HOEK OFFERS
BUSINESS LEADERS MANY INSIGHTS,
IDEAS AND PRACTICAL CASES ON
HOW BUSINESS CAN CONTRIBUTE TO A
SUSTAINABLE WORLD.**

FEIKE SIJBESMA - CEO AND CHAIRMAN DSM

**I AM HAPPY THAT MARGA HOEK
PROVIDES US WITH SUCH A THOROUGH
YET INSPIRATIONAL BOOK ABOUT THE
SYNERGY BETWEEN BUSINESS, CAPITAL
AND THE SDGs.**

GÉRARD MESTRALLET - CHAIRMAN ENGIE

MARGA HOEK is a visionary, international non-executive, author and speaker. She has gained international recognition over the years as a business leader, and for her thought leadership on sustainable business and capital. Ms. Hoek is an authoritative and inspirational speaker and author of the award-winning book *New Economy Business*. She has also published numerous articles in magazines as a blogger for *The Huffington Post*, as a global voice for G7 Climate Change, G20 and Cop23. Ms. Hoek is a partner at Chairman Mentors International, which enables CEOs to benefit from the experience of seasoned Chairmen around the world. This new, trailblazing book is the first and only business book on the opportunities the Sustainable Development Goals provide to both business and capital. Since it is Ms. Hoek's mission to make business for good the norm, rather than the exception, she made the choice in agreement with the publisher to make all knowledge available online, with a free open access model. This model is in line with her drive to inspire all businesses and investors to engage with the SDGs, and accelerate at scale the transformation to the world we all want.

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