



HRH THE PRINCE OF WALES SUSTAINABLE MARKETS COUNCIL DRIVERS & INITIATIVES

OVERVIEW

The Sustainable Market Council aims to support the building of sustainable markets while contributing to the rapid decarbonization of the global economy. To advance these goals, the SMC supports: 1) A dramatic shift in corporate business models; 2) A reoriented, incentivized and mobilized financial system; and, 3) An enabling environment that attracts investment and incentivized action. At a practical level, the SMC convenes coalitions of public, private and philanthropy leaders around sustainability drivers and initiatives to demonstrate what is possible, showcase best practice and to accelerate global scale.

SUSTAINABILITY DRIVERS

DRIVER 1: Demand for Sustainability

With consumers controlling 60% of global GDP, their power to control sustainable market trends cannot be discounted. We are already seeing changing investment and consumption patterns of millennials. To ignore the growing demand for sustainability will leave businesses increasingly uncompetitive. The Sustainable Markets Council aims to make reliable and transparent information on the sustainability of goods and services easily available. It also aims to work with those helping consumers and citizens make sustainable choices.

- Improving consumer awareness of sustainability and their choices.
- Developing a 'Royal Warrant-like' labelling system for sustainable good, services and financial products.
- Exploring mechanisms to match the demand for sustainable investment to good, services and products demanded by sustainably minded consumers to enhance scale.

DRIVER 2: Policy, Disclosure and Regulation

Government and industry policies are moving towards greater sustainability but more is needed to establish policies that have the long-term view in mind. The Sustainable Markets Council aims to highlight those governments, regulators and policy makers who are setting and achieving bold targets to transform their economies, societies and environmental outcomes. Mainstreaming these policies across sectors and industries is essential for systems-level change. At the same time, citizens and consumers expect immediate and practical sustainability actions that contribute to innovation, positive economic growth and job creation - what is needed is urgent policy action that can enable a more near-term shift.

- Encouraging more ambitious sustainability, disclosure and regulation.



DRIVER 3: Standards, Metrics and Performance

Sustainable markets require ambitious standards, metrics and performance targets to be able to monitor progress and to hold actors to account. Currently there is a proliferation of sustainability standards and metrics which only serve to confuse and diverge efforts. The SMC will work with the World Economic Forum and others to support the consolidation of these standards and metrics as a way to help investors and businesses follow a common playbook and more quickly move towards sustainability. At the same time, more work is needed to further mandatory disclosure. The SMC will work with those seeking a shift to mandatory disclosure on sustainability standards and metrics which will help catalyze investment and speed up market transformation.

- Exploring metric consolidation with the World Economic Forum and the International Business Council.

DRIVER 4: Empowering Innovation and Partnerships

The SMC recognizes the enormous potential of sustainable market creation to drive innovation and to create the industries of the future that are fundamentally built on sustainability principles. The SMC works with public, private and philanthropic actors to promote breakthrough innovations, scale up existing initiatives and to demonstrate what is possible through dynamic and sustainability focused global partnerships. Key next steps include:

- Convening Chairs of global sustainability networks.
- Collaborating with global 2020 efforts at World Economic Forum's Annual General Meeting in Davos, Earth Day 50th Anniversary, UN Oceans Summit, CHOGM, UNGA75, UNCDB COP15, and UNCCC COP26.
- Convening SDG Advocates at Davos and at UNGA75.
- Convening bioeconomy and biomimicry experts, researchers and industry leaders.

DRIVER 5: Demonstration Projects

Sustainable innovations provide an enormous opportunity to leapfrog progress and technologies around the world. Yet more is needed to demonstrate what is possible. The Sustainable Markets Council looks to showcase promising initiatives around the world while working with public, private and philanthropic actors to identify opportunities for market creation. Key next steps include:

- Having HRH, through the SMC, call for promising and investment ready initiatives to be showcased by HRH and on the SMC website. Identifying sustainable market best practice in countries, among corporations and among philanthropists.
- Working with blended finance facilities like Convergence.
- Further HRH's Initiatives (below) into Demonstration Projects.
- Showcase best practice on the SMC website.



DRIVER 6: Investment and Scaling

While there are growing sustainability funds, investment tools and mechanisms across public and private sectors, we have yet to seize the trillions in economic opportunity afforded by a transition to sustainable markets. The Sustainable Markets Council looks to increase investment and to accelerate market adoption with the objective of scale. Key next steps include:

- Identifying sustainable investment priorities at the country level, starting in the Commonwealth
- Convening investor groups
- Exploring sustainability labelling for financial products
- Exploring an investment matching platform to accelerate and scale sustainability outcome

DRIVER 7: Creating the Jobs of the Future

The SMC looks to work with others who are mapping out current and future skills needs, with a focus on sustainable jobs. The aim is to ensure that the labour force is equipped with the appropriate skills and knowledge to drive forward the green economy transition. Key to this is reimagining the approach to education. Key next steps include:

- Messaging on the skills needed in the sustainable economy of the future.
- Exploring 'Harmony' principles, linked to people and planet agendas, in education.

WHAT SMC MEMBERS CAN DO

- Be a sounding board for HRH and other SMC members.
- Identify and match investors with opportunities.
- Identify opportunities and existing bottlenecks.
- Convene actors to further progress, linked to SMC objectives.
- Link into other initiatives, encouraging convergence.
- Share industry and sector expertise.
- Lead SMC aligned initiatives.
- Assist with research, data and analytics to further SMC Action Areas.
- Promote the mission and priorities of the SMC.
- Share related articles, media and other success stories.
- Write articles/produce videos for the SMC website on SMC priority areas.
- Nominate sustainably minded leaders to the SMC.