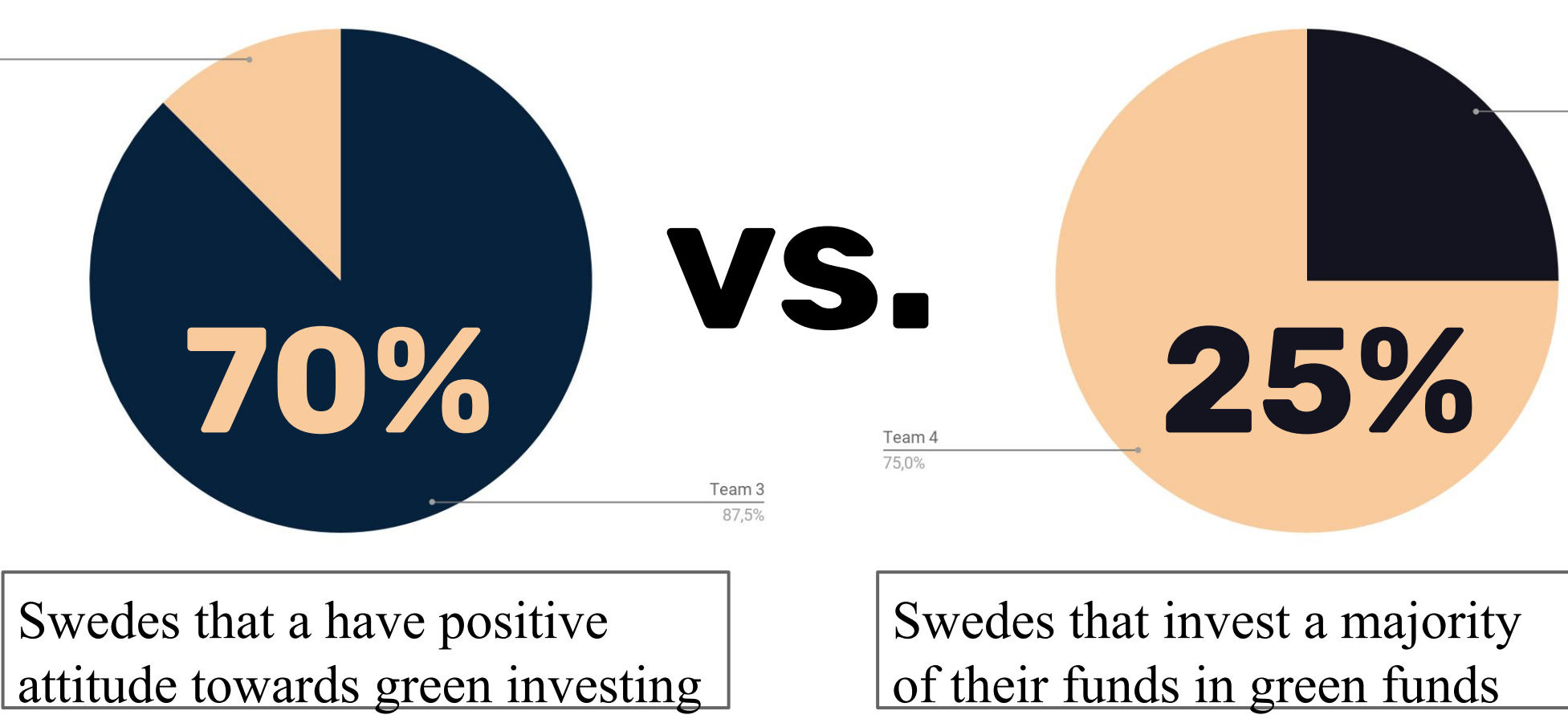




# Econspiracy

## Background

According to a Sifo study made by Swedbank and Sparbankerna, **70% of Swedes** have a positive attitude towards green investing. However only **25% actually invest** a majority of their money in sustainable funds.



## Why?

We believe this is largely due to sustainability reporting being a **complicated matter**. Not only is it difficult to access information on the topic that is easily understood but it's also a **topic that lacks awareness**.

## Our mission and purpose



We have therefore taken it upon us to create an **interactive website** where sustainability reporting is made **apprehensible** in order to appear more appealing to the general public, hopefully to **inspire** more people to invest green and put pressure on the industry sector to act more responsibly.

## The Website - Econspiracy.se

The website contains content that is created to **inform** while still being **entertaining**. The content is categorized into topics (shown below) containing articles, company insights, interviews and bulletpoint lists. A main feature is that the posts are **interactive**, such as through True or False questions to educate the reader in a **fun** way.



**AWARENESS**

## The Conspirators



From top left to bottom right; Samuel Svensson, Nataša Vlajic, Andreas Karlsson, Linn Cervell, Renjo Gabro, Fadak Gorgehpour

## Insights from Oriflame

An interview with Oriflame's Sustainability Reporting **Expert** Magnus Ljungberg, author of "Konsten att Hållbarhetsredovisa" gave us insights on how complicated and **important of a topic reporting actually is**.

**"Most often, greenwashing isn't necessarily about falsifying information, but rather excluding information."**



## What we learned

- **Saying and doing** are two different things. What you may have in mind and what ends up being the outcome may be worlds apart but that's alright.
- **What is sustainability, truly?** Putting our knowledge into practice has broadened our perspective on the term. The question is not as simple as "who's bad and who's good".
- **It's complicated.** We were shocked to see the lack of prioritization on the topic. Although rankings and laws are complicated, it doesn't make it less urgent.