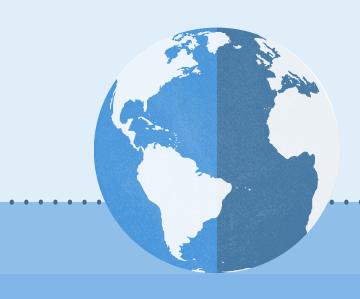
SUSTAINDEX Sustainable Investments



The Problem

72%

of everyday people thinks information about companies sustainability work is **hard to find** when making an investment, and yet we expect them to make sustainable investments?



87% requested an index in which you could choose your own sustainability measurements² so we provide just that.

The Solution

Sustaindex is a sustainability index for the largest swedish companies which works as a filtering tool where the user is able to choose their own sustainability measurements they consider most important when investing sustainably.



Visit our website

Communicating the results

Lastly, we set out to

communicate our findings

through a website. This

displays information about the

measures, the companies and

the SDG's. However, most

importantly it presents our

sustainability index.

Thereafter, the **process** starts

over, gathering new measures

to include into the index.



Choose your sustainability measurements



Invest!

The **Agenda 2030** for Sustainable Development is a global partnership adopted by every UN member nation to reach peace and prosperity.

Sustaindex aims to help individuals make investment decisions that contribute to Agenda 2030 for Sustainable Development.







Future Progress





The Impact

Our different data points are based on different SDGs. For our demo we have focused on SDG 5, 8, 9, 12 and 13. It is our belief to further emphasize the different SDGs by making them quantifiable, easier to measure and compare.

Everyday investors

Sustaindex helps investors contribute towards achieving different SDGs as it gives investors greater insight into how different companies act to achieve a sustainable future.

following...

company.

Scalability

Sustaindex is a scalable project. By adding more companies and more variables it becomes more attractive for the user leading to a larger number of them.

Our ambition was to create a fully functioning index and Despite the emergent Covid-19 pandemic,

we still managed to complete a demo version of Sustaindex. Together with potential collaborators

• Variables: To include more variables in the index in order to cover more SDGs. Our formula is

• Filtering tool: To develop the filtering tool on our website. The index is already prepared for this.

• Marketing: To reach a larger group of people. This can be achieved through extensive marketing,

already set, all that is needed is the relevant data to compute the measurements for every

that can provide a larger database and expertise in certain areas, we hope to achieve the

What is needed is the programming capabilities to integrate this tool on the website.

through which we will spread awareness and information of the index.

Companies

By including more
companies and attract more
users we put higher
preassure on the companies.
Futhermore, the pressure
increases when Sustaindex
present information about
their sustainability work.

The Process

Researching the need

We started by identifying the need of the product in the market, finding out more about what the potential users wanted and how they wanted the index to be designed. Foremost, we focused on finding measures that the users find valuable to include in the index.

Creating the formula
When knowing the

When knowing the variables, we set out to create a formula that fits the measures and their respective target image. Moreover, the formula is flexible, meaning that it can extend to more variables in the future.

Gathering of the data

Thereafter, we gathered the appropriate data to fulfill the users need regarding which factors and measurements to

consider.

• Companies: To include more companies in Sustaindex.

Lessons Learned

Competencies

It became clear that utilization of different competencies in the team contributed to Sustaindex development. This in combination with our knowledge from other courses provided resources hard to find elsewhere.

Flexibility

We encountered both small and larger challenges during the process, like difficulties with the filtering-tool and Covid-19. When reasoning how to overcome the challenges, we stressed the importance of viewing the possibilities while remaining true to ourselves and the reality we are facing.

Main challenge

Information Gathering

We encountered a difficulty when collecting data from the various company reports. Some companies did not want to present information regarding their sustainability work or impact which made it difficult to gather comparable data.

The Team 11:1

Sustaindex was founded as a part of the course Global Challenges: Expressing at the Stockholm School of Economics.

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