

SUSTAINDEX

Sustainable Investments



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.



The Problem

72%

of everyday people thinks information about companies sustainability work is **hard to find** when making an investment¹, 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.

01

Visit our website

02

Choose your sustainability measurements

03

Invest!

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.

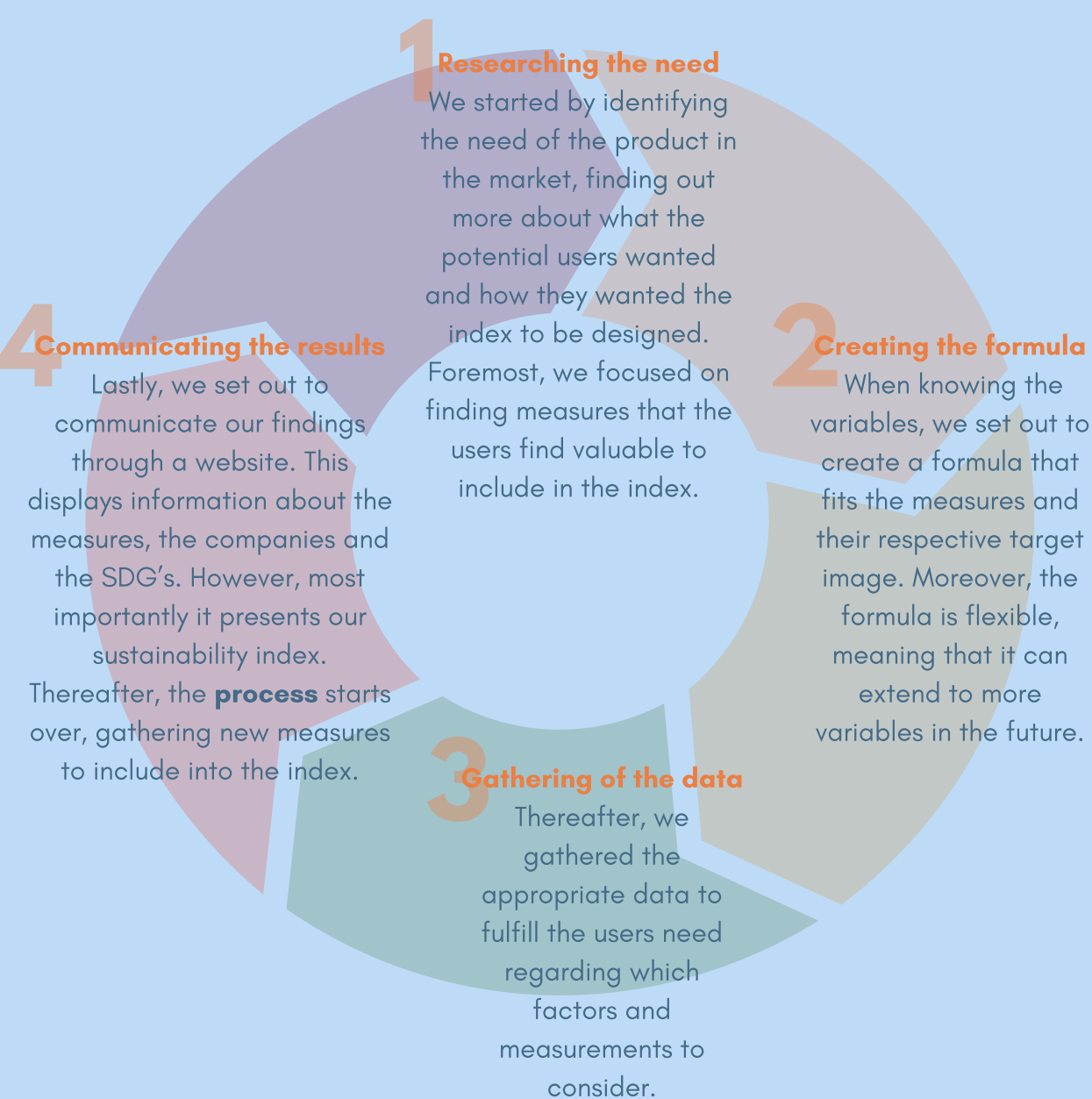
Scalability

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.

Companies

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

The Process

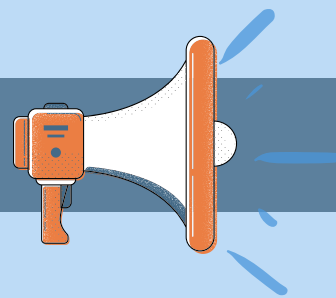


Future Progress

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

- **Variables:** To include more variables in the index in order to cover more SDGs. Our formula is already set, all that is needed is the relevant data to compute the measurements for every company.
- **Companies:** To include more companies in Sustaindex.
- **Filtering tool:** To develop the filtering tool on our website. The index is already prepared for this. What is needed is the programming capabilities to integrate this tool on the website.
- **Marketing:** To reach a larger group of people. This can be achieved through extensive marketing, through which we will spread awareness and information of the index.

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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