

Sustenda

Voting for a sustainable agenda



The Situation

A situation of urgency

Global temperature is increasing every year, putting the future of our planet at risk. Predictions say there is little chance that we manage to keep the increase below 2 degrees.

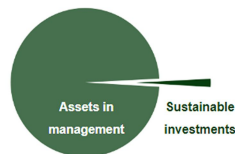
CHANCE TO ACHIEVE 2-DEGREE TARGET



Capital flows

Following this worrying development, an increasing amount of capital is invested in new and sustainable ventures. However, in relation to assets in management, it is a small proportion.

ALLOCATION OF CAPITAL FLOWS



Emissions by invested capital

At the same time, the invested capital stands for a large part of global emissions. F.e., three Swedish listed companies emit more together than Swedish consumption in total.

The Problem

Companies fail to take responsibility

Jeopardises the planet, their long-term profitability, competitiveness and existence.

Individuals feel powerless

Want to make a change but do not see the possibility to make an impact.

Government failure

Short-sightedness has resulted in few laws that would make a change.

Unclear who is responsible: Who should take action?

The Solution

New investments

As shown above, the majority of the world's capital is already invested and is not moved into sustainable ventures. Hence, here is where we see potential impact.

Passive ownership

Passive ownership such as green bonds has been criticized for only producing indirect pressure. Turning passive into active owners shows huge potential.

Our Idea

Based on these circumstances, we came up with the idea to collect the voting rights from passive retail investors, represent them at the annual general meetings of listed companies and drive a sustainable agenda. Through our website, private persons with stocks can become members for a small annual fee. In that way, they will contribute to the environment, at the same time as they secure the financial long-term performance of their investments.



The customer owns the stock



The voting right is signed over to us



Together we can change the world

The Impact

Attractiveness

Minority shares make up a significant amount of ownership. Most people don't use their right to vote. As climate anxiety is on the rise, this will be an effective way to contribute.

Scalability

With large numbers of minority groups, in a large number of companies, with a large volume of emissions, the possible scale of our service's impact is equally large.

The sustainable development goals

Since our service is flexible, the scope of affecting the SDG's in a positive way, is incredibly wide. Our initial focus will however be on the following four goals ranked in the order of importance: number 13, 8, 9, and 12. By presenting an agenda that contributes to these goals, our service will make an impact and improve the situation the world is in now, for the sake of our future.



The Process

Challenges

After the initial idea, our largest focus was to investigate if the service was actually possible to create. We listed the challenges that would have to be solved, ranging from legal and tech to company selection processes and legitimacy issues.

Overcoming them

Since we did not have the expertise required in most of the specific areas, we needed to search for help outside of the school premises. We have had lots of meetings. These have been incredibly giving and has taken us far in the development of our service.

Partnerships and important contacts

Lindahl



REGERINGSKANSLIET
Utrikesdepartementet

nexus
Enabling trusted identities

AP FONDEN
Fortsatt Sveriges Naturhistoriska Fonden

Ekobanken
ekologisk - socialt - kulturellt

Media attention

Early on in the project we received media attention in the papers Aktuell Hållbarhet and Dagens Industri. This gave us great publicity and opened up many doors as we got contacted by the ministry of foreign affairs, Ekobanken and SSE Business Lab as well as great response from a large number of people.

The Lessons

Importance of help

During this project, we have seen and realized the value of asking for help. There is a lot of it out there, just go get it.

Power of buzz

We saw the power of gaining attention. Not only for concrete offers, but also for internal work motivation.

Setting terms

However, everything is not for free. We learned the importance of setting terms beforehand.

The Future

After seeing the impact and engagement of our product, we would like to take it further and see just how much a simple idea could do for our planet.

1. Finishing the product

2. Launch and marketing

3. Start making a change

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