

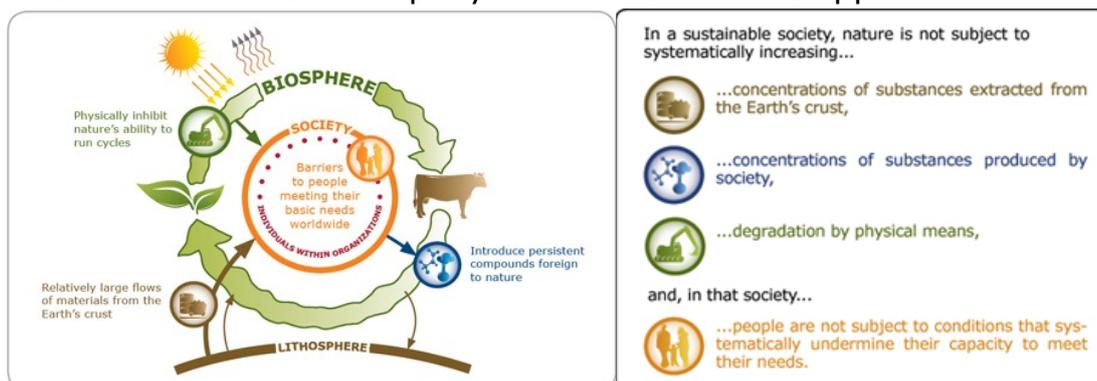
Seminar A2 – Ultimate ESG Integration – Picking the winners of the future: how sustainable is your portfolio?

The seminar sessions started, for me and for a quite diverse audience of students, entrepreneurs, and naturally, asset managers in a room with a number that to some reminded them of a hill fated date, while to others it reminded them of one of the most famous sports car ever to cross our streets: 911. The session was moderated by **Daniela Herrmann** chairman of Topan AG (<http://topan.ch>)

Martin Rich (<http://futurefitbusiness.org/about-us/team/martin-rich/>) co-founder of Future-fit Foundation (<http://futurefitbusiness.org/>) explained why we need a new approach to measuring ESG performance that is based on science. He introduced the Future-Fit Business Benchmark, a new tool based on the same framework and approach presented by The Natural Step. Martin outlined a set of 21 Future-fit goals that define the social and environmental break-even point for all businesses and how restorative business performance can also be measured. He also pointed to early adopters like The Body Shop, Avery Denison and Novo Nordisk.

Martin Malmros, the CEO from Aura Light (<http://www.auralight.com/>) presented a detail business case of a company that managed to beat competition by proactively embracing sustainability trends (quite relevant if we think that light consumes about 20% of the world's energy); With lamps lasting increasingly longer, they had to move to a business model where lighting became a service rather than a product. And it is working...

Richard Blume, a senior adviser from The Natural Step (<http://www.thenaturalstep.org/>) was the first to go. He shared background on how The Natural Step has been promoting ESG integration for almost three decades and gave some examples from companies like Electrolux that have made a proactive shift to develop more sustainable products, helping them to better prepared to face changing regulations and be more competitive on changing markets. Richard then presented how companies can use a strategic framework and science-based sustainability principles as the boundaries of corporate goals and strategy to ensure ultimate ESG integration. Aura Light was introduced as a company that has taken this approach.



Blog Entries – *Guest Blog Post by Manuel Valadas Preto about the workshop*
Ultimate ESG Integration – Picking the winners of the future: how sustainable is your portfolio?

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