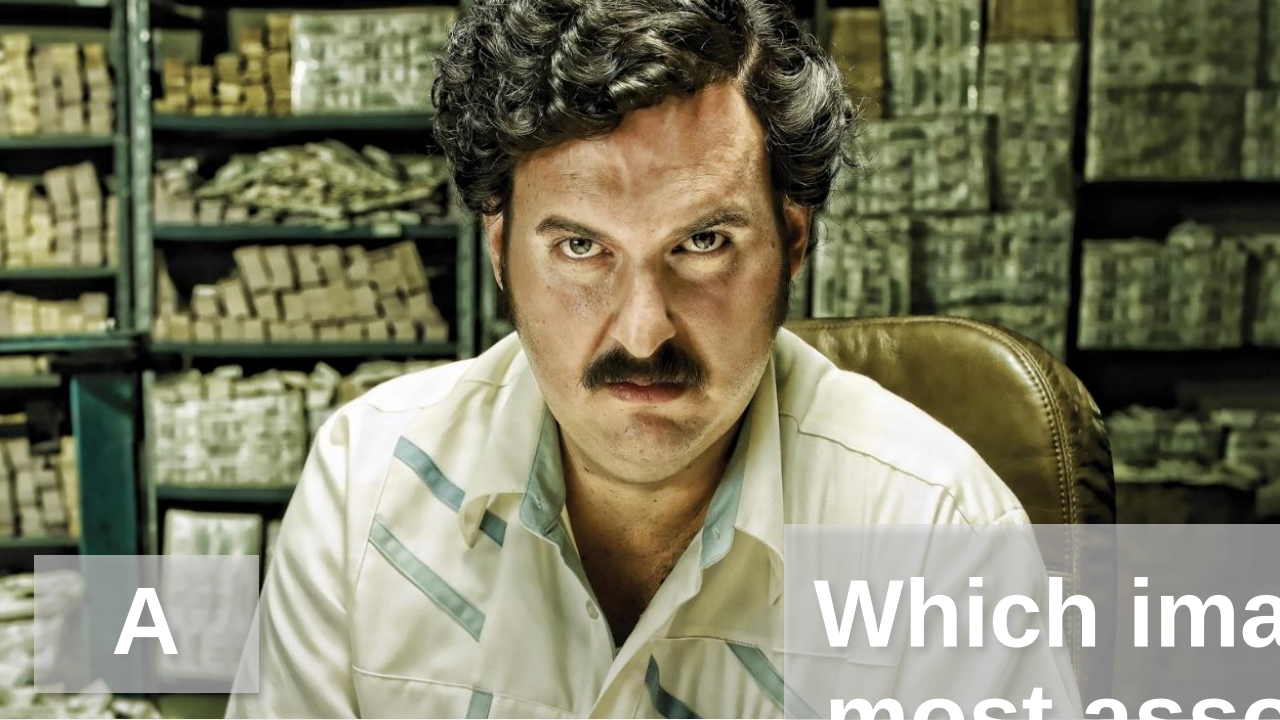


(Re)Thinking Sustainability

For love of the game

Aadil Omar – Head of Equity Research





A



B

Which image do you
most associate with
“sustainability”?

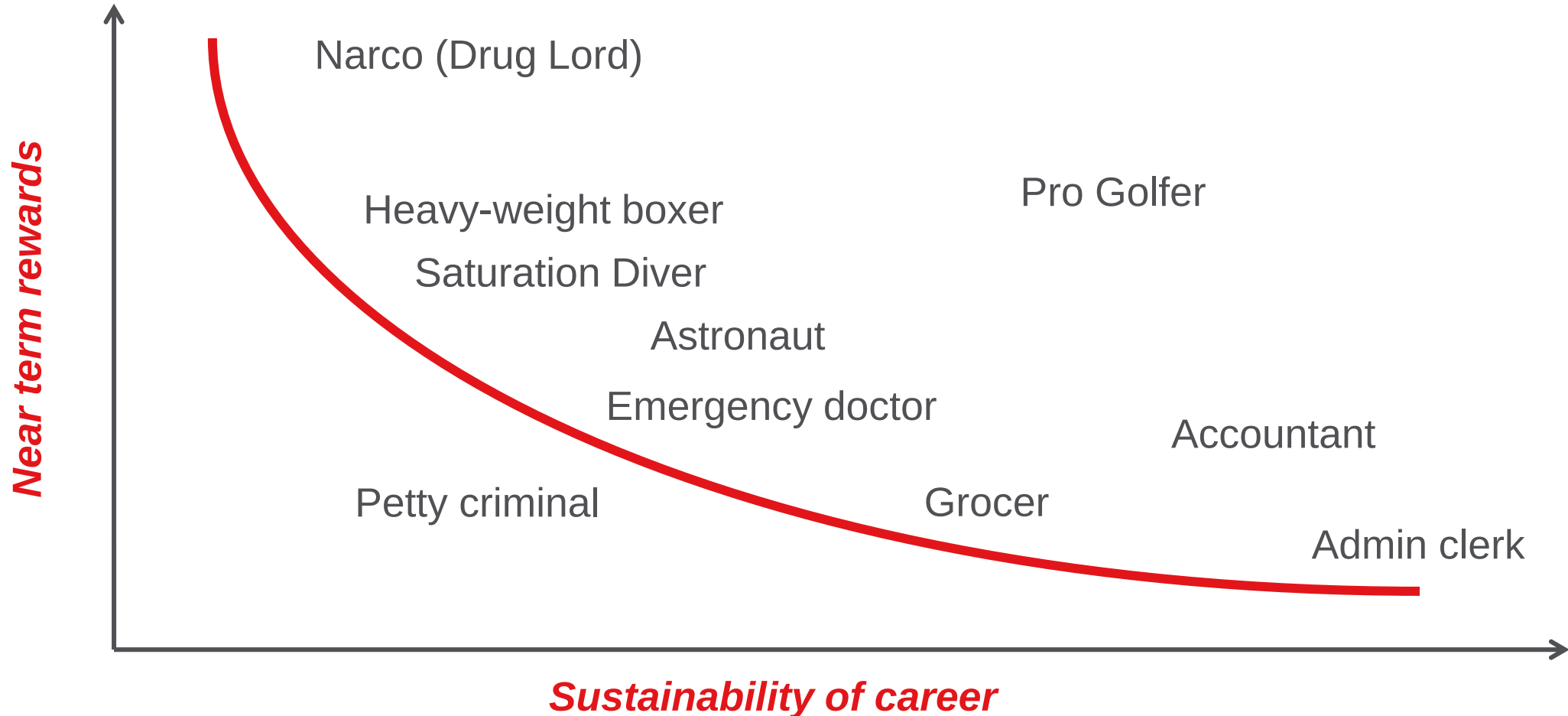


C



D

SUSTAINABILITY IS EASILY UNDERSTOOD IF YOU'RE NOT THINKING ABOUT IT

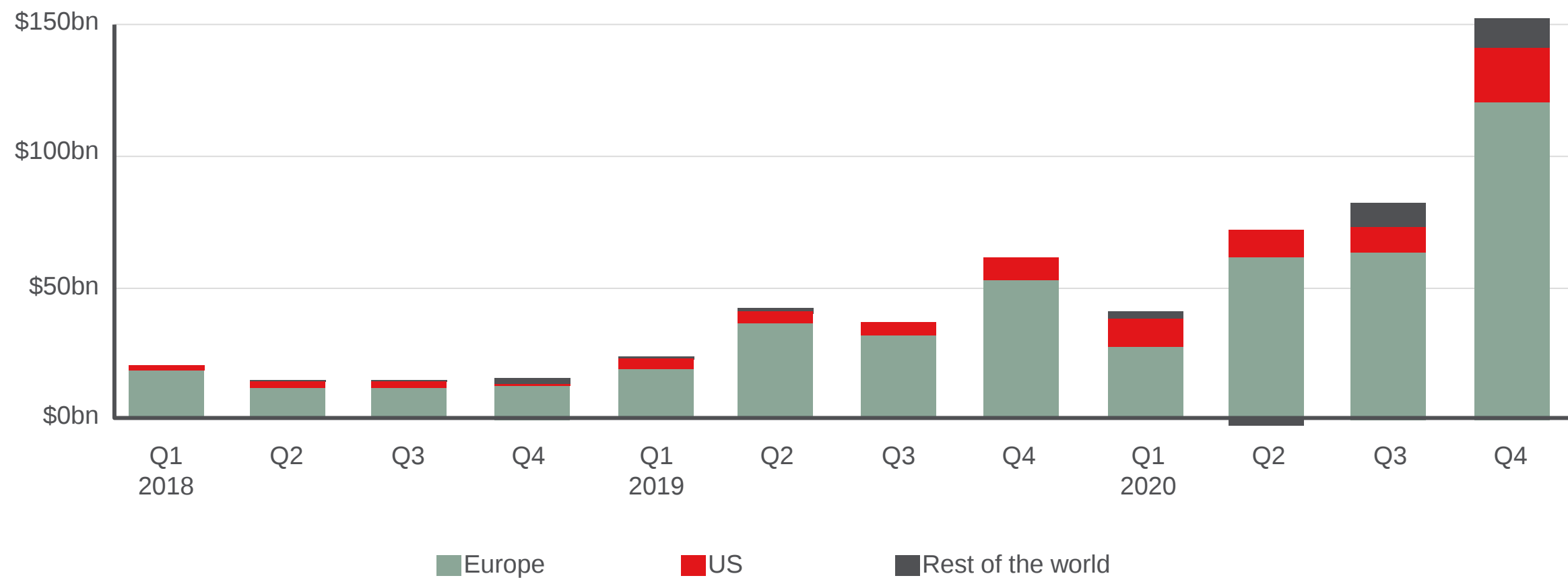


*“There are at least two kinds of games.
One could be called finite, the other infinite.
A finite game is played for the purpose of
winning, an infinite game for the purpose of
continuing the play.”*

WE RESPOND TO INCENTIVES



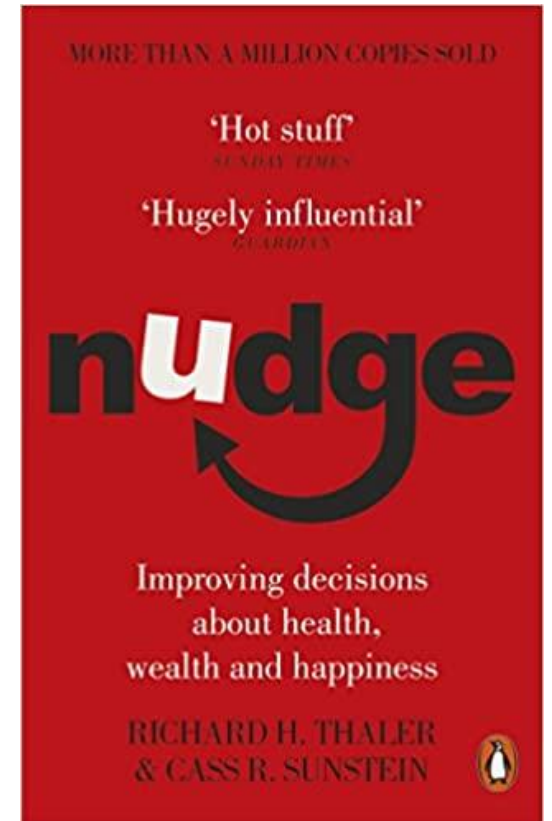
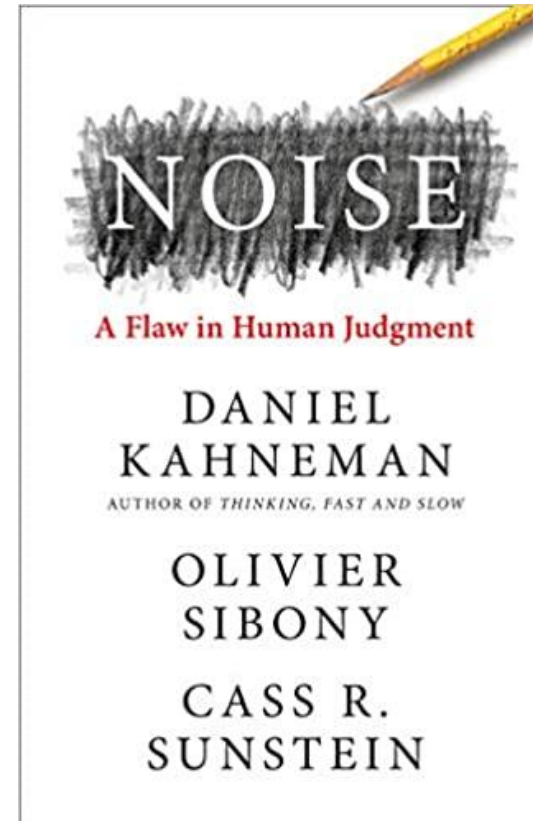
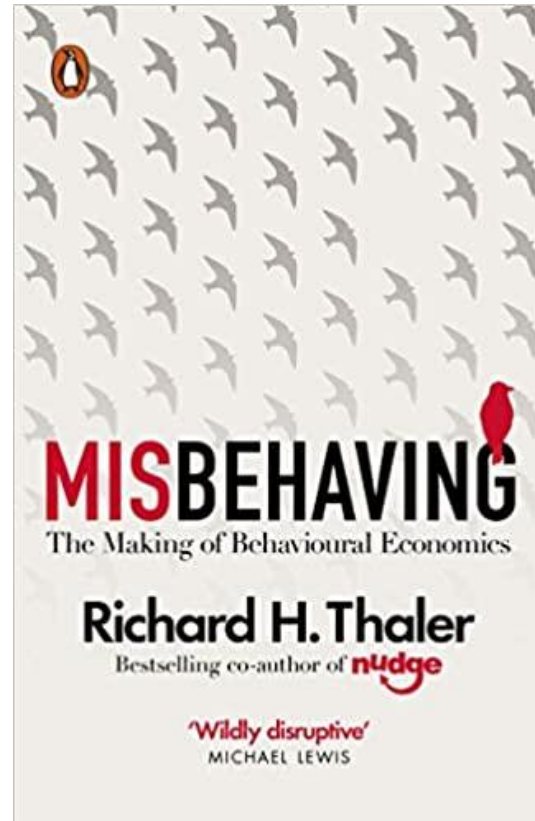
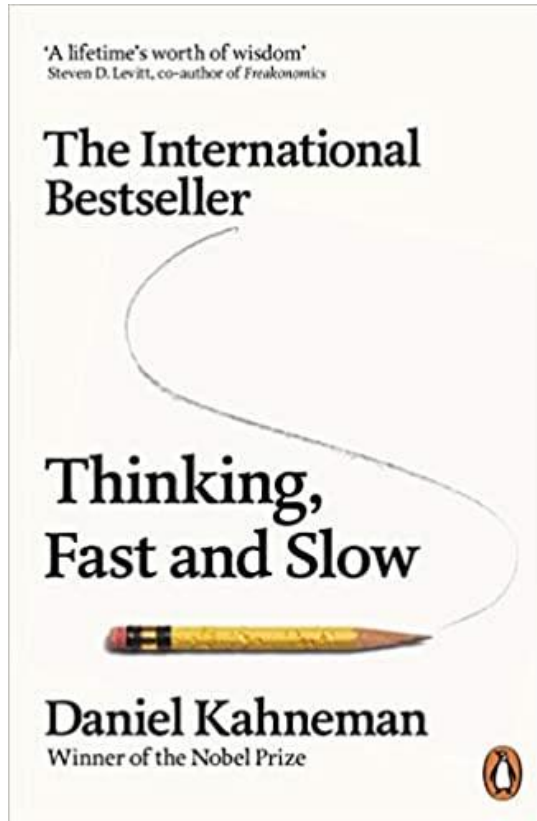
Sustainable fund flows surge past \$150 billion
Flows into sustainable fund flows over time, in billions of US dollars



Finite strategies are dangerous in infinite games



What we learn from the study of behavioural biases...



...the study of behavioural biases does not change behaviours

I want it all, and I want it now

Najin and Fatu

Suffering the same plight
as the goose that laid
golden eggs from Aesop's
fables.

Ultimately, like the farmer,
humanity will be the poorer
for it.





Do it for love of the
game

THANK YOU



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