



Thank you for your interest in my work and for downloading this pdf of my presentation for the National Association of Realtors 2023 Sustainability Summit on Sept. 13, 2023.

These slides are intended to act as a reminder of the stories and ideas I presented. If you have a question about anything I talked about or want to use a slide beyond internal presentations, please contact me. Also, please reach out if you know a group of people that would benefit from my message (e.g., a gathering of senior execs, a larger audience of all employees, an industry event, a meeting of suppliers or customers, etc.). You can contact reach my team at [speaking@eco-strategies.com](mailto:speaking@eco-strategies.com).

See also [www.andrewwinston.com](http://www.andrewwinston.com) and [www.netpositive.world](http://www.netpositive.world). Thank you!

# Is the World Better Off Because Your Company is in It?

ESG, GigaTrends, and the Drive to Net Positive

National Association of Realtors // Austin // September 13, 2023

*Andrew Winston*





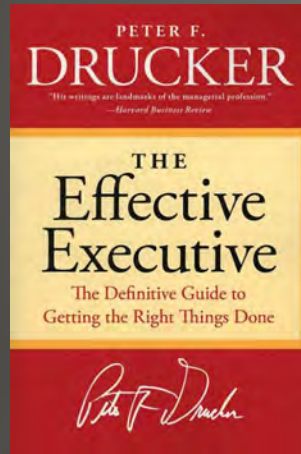
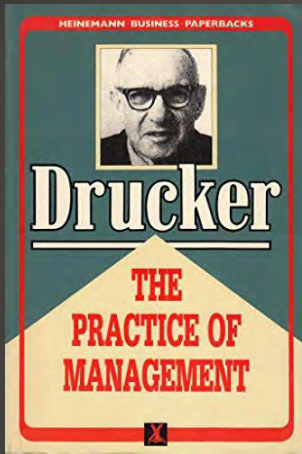


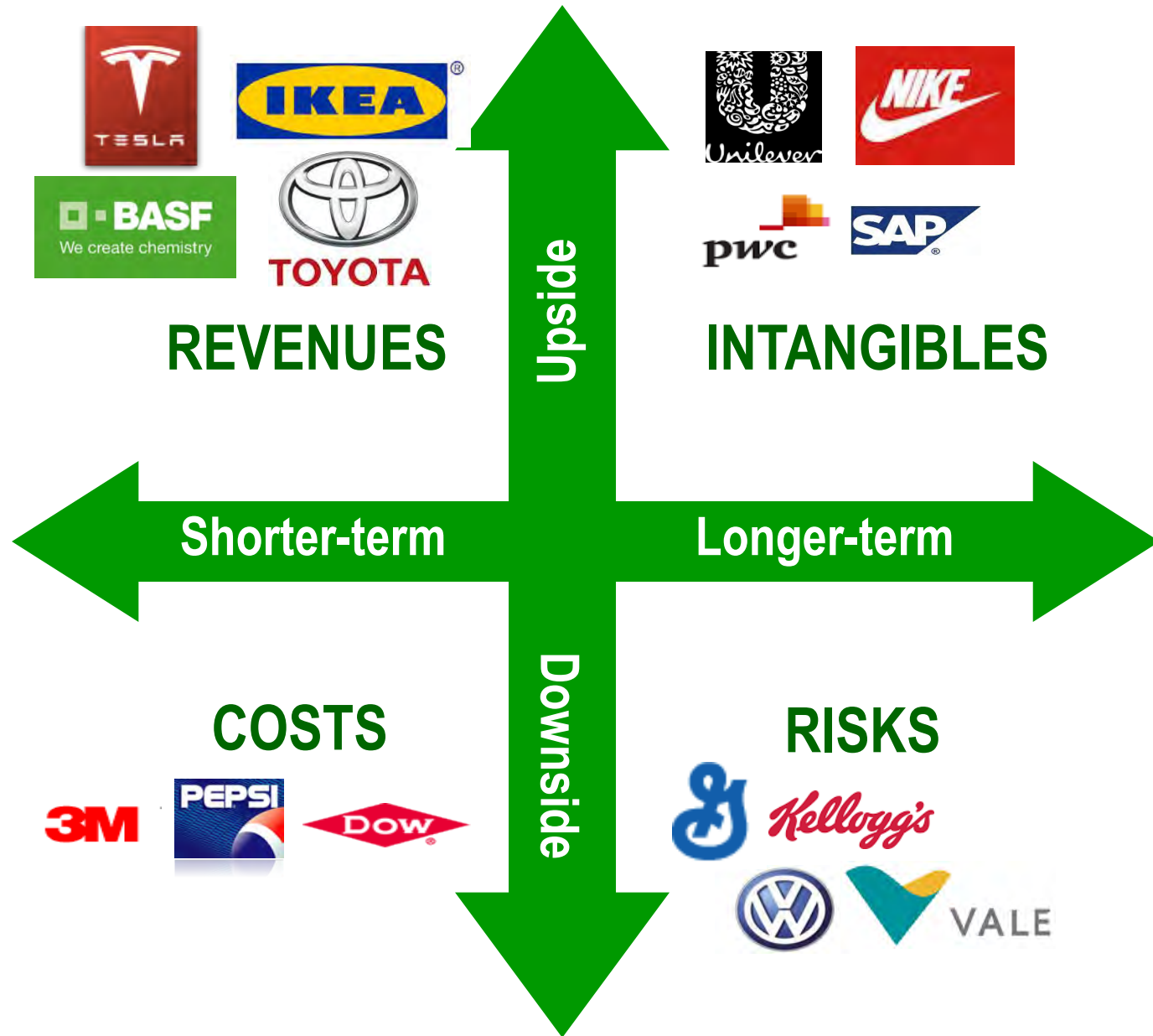


**What is the *primary*  
purpose of business?**

“Profit for a company is like oxygen for a person. If you don’t have enough of it, you are out of the game. But if you think your life is about breathing you’re really missing something.”

- *Peter Drucker*





**CSR**  
**Sustainability**  
**ESG**

**“Does it pay?”**

*Yes, for your  
 properties,  
 businesses,  
 communities*



***Fast-Changing World***

***The Last Few Years...***

**Who are you?  
Who do you serve?**

**Sustainability =  
Role of Business  
in Society**



Where do you stand on...

Everyday decisions & consistency



**~80% Agree**

**“I expect CEOs to take a public stand on... climate change, discrimination, wealth gap...”**

***2023 Edelman Trust Barometer***





## *Sustainability pays*

“A company must create value for and be valued by its full range of stakeholders to deliver long-term value for shareholders... Stakeholder capitalism is not politics... *It is capitalism.*”

*Larry Fink, BlackRock CEO, Jan. 2022*

***Acceleration...***

***Wicked problems & vast opportunities***

It's a VUCA world

Volatile

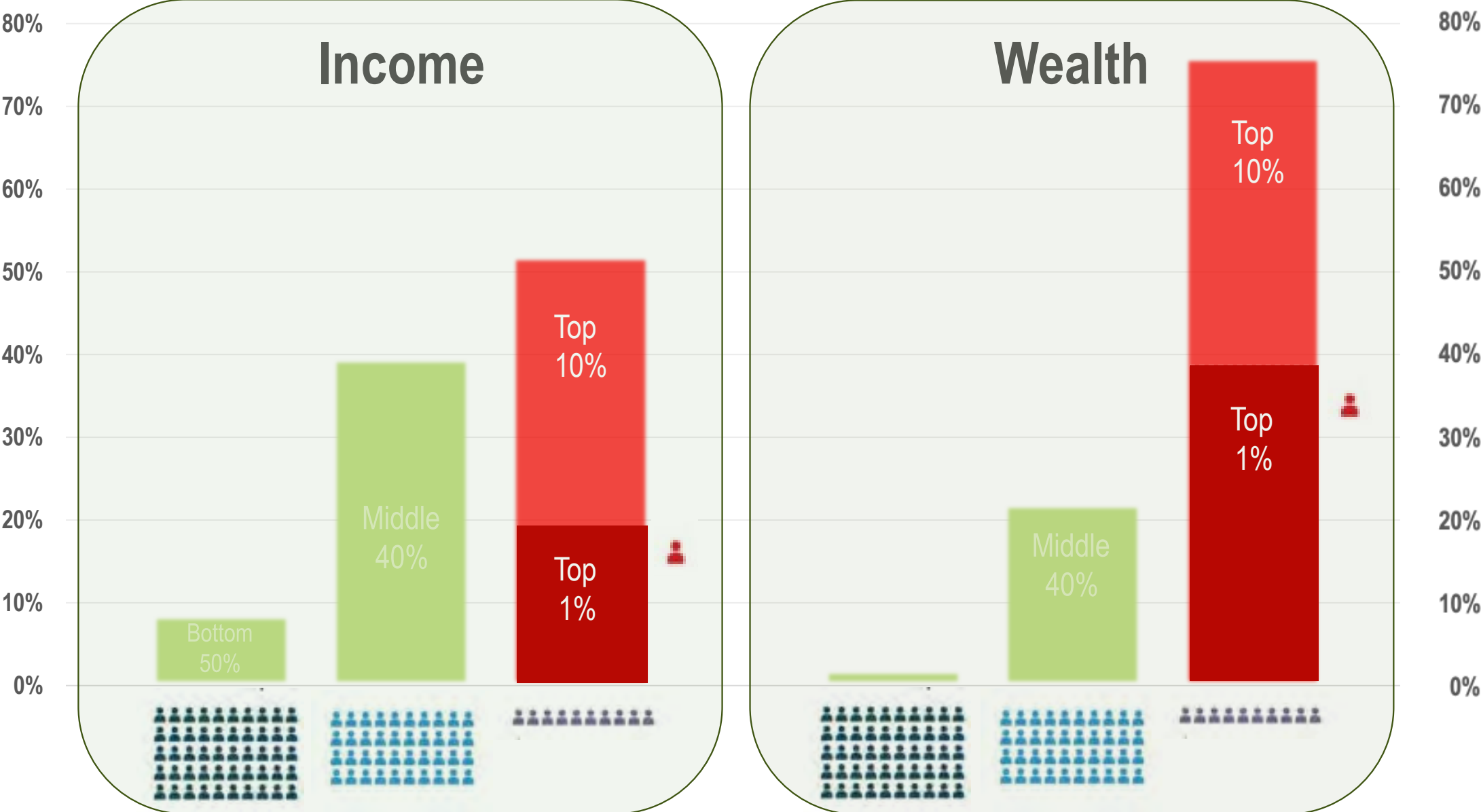
Uncertain

Complex

Ambiguous



# Global Inequality



Source: World Inequality Report 2022





# *Climate: Impacts & Costs*

“World economy  
set to lose  
**18% of GDP”**

- *Swiss Re, April 2021*

88% of large  
companies have  
already had corporate  
assets damage by  
extreme weather

Built for resilience

Is resilience “expensive”?

Resilient homes = resilient communities

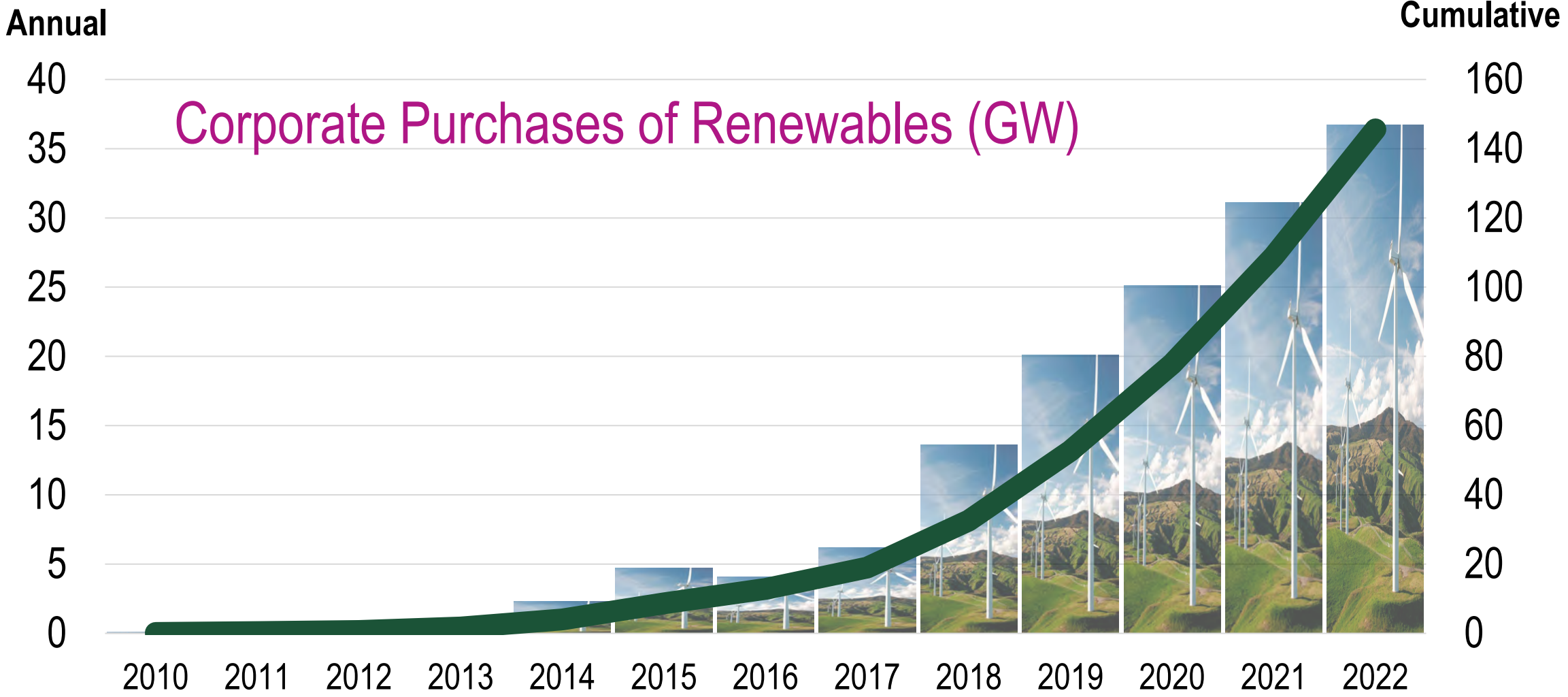
VUCA



**Cost of Inaction > Cost of Action**

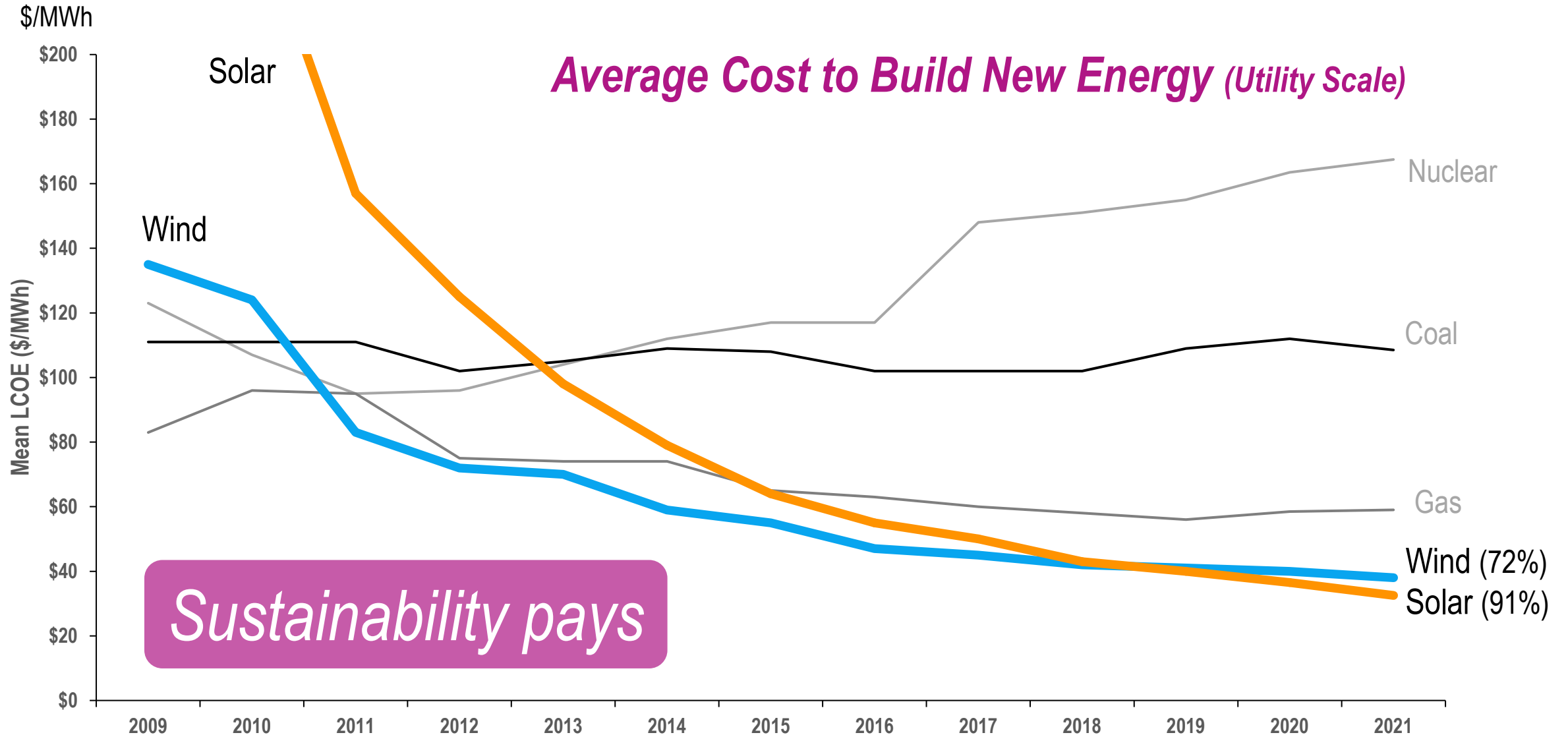


# Clean Tech Explosion



Source: Bloomberg BNEF

# Clean Tech Explosion

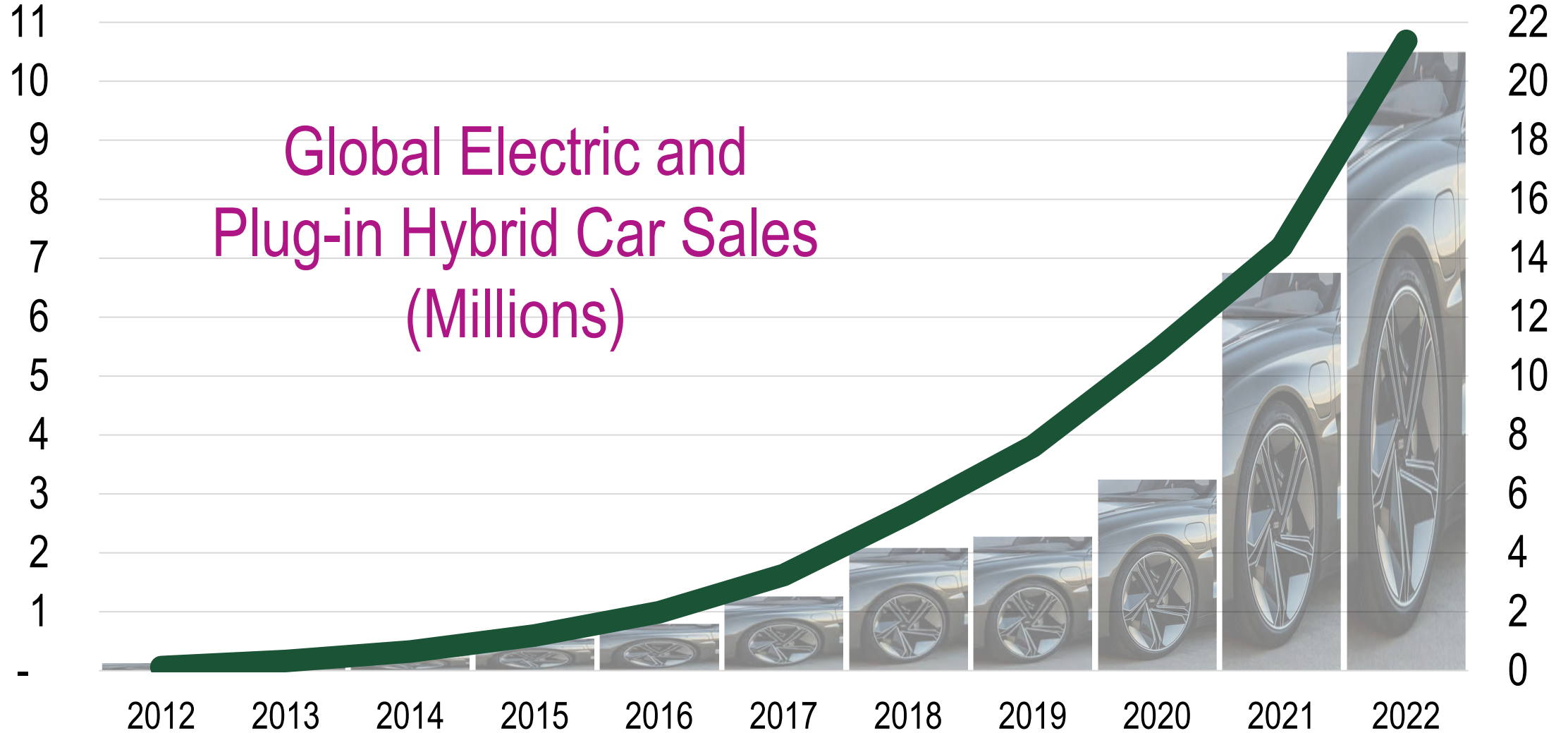


# Clean Tech Explosion

Total car sales were *down* in 2022

Annual

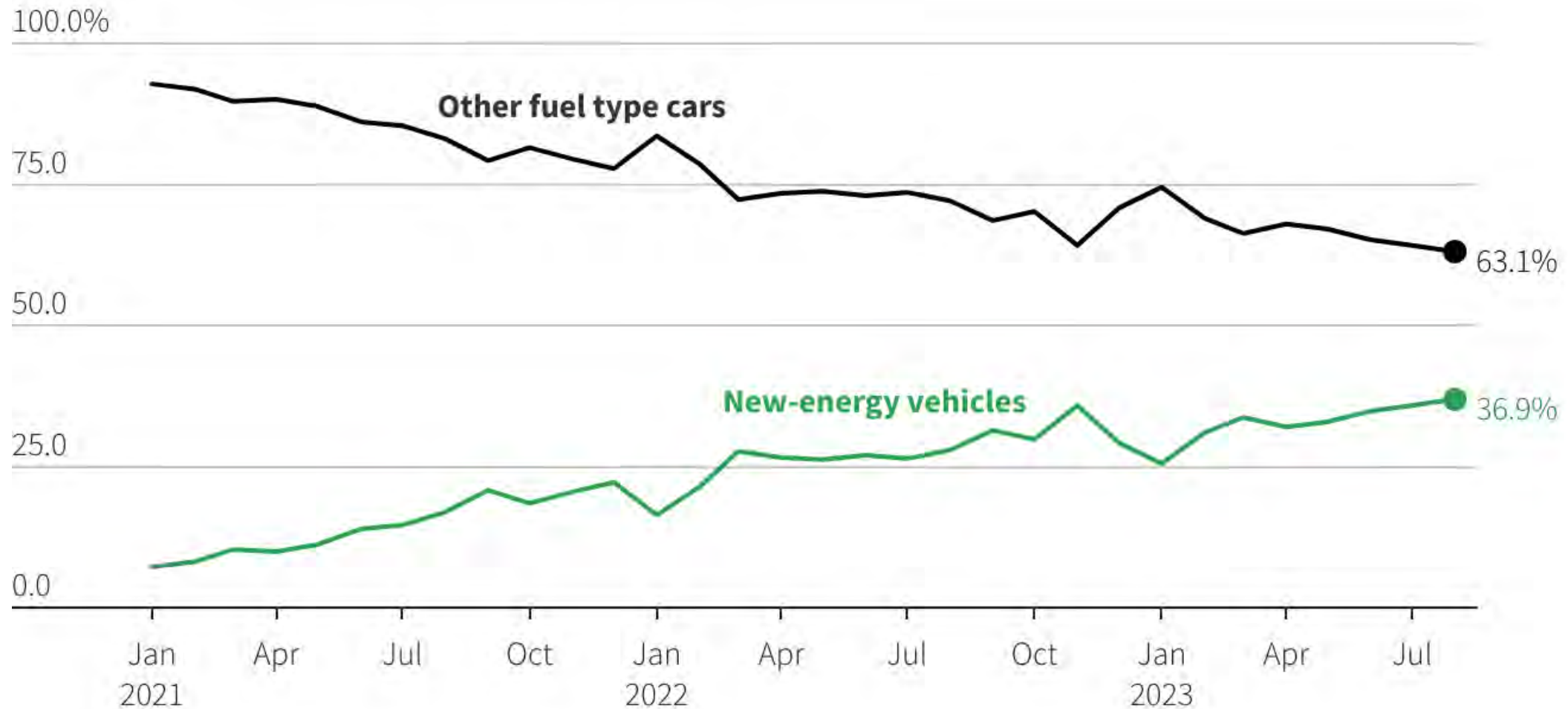
Cumulative



Source: Bloomberg BNEF

## Car Sales in China

“China's #1 oil company says peak gasoline demand has already passed”



Source: CPCA | Reuters, Sep. 8, 2023 | Sumanta Sen

# Clean Tech Explosion

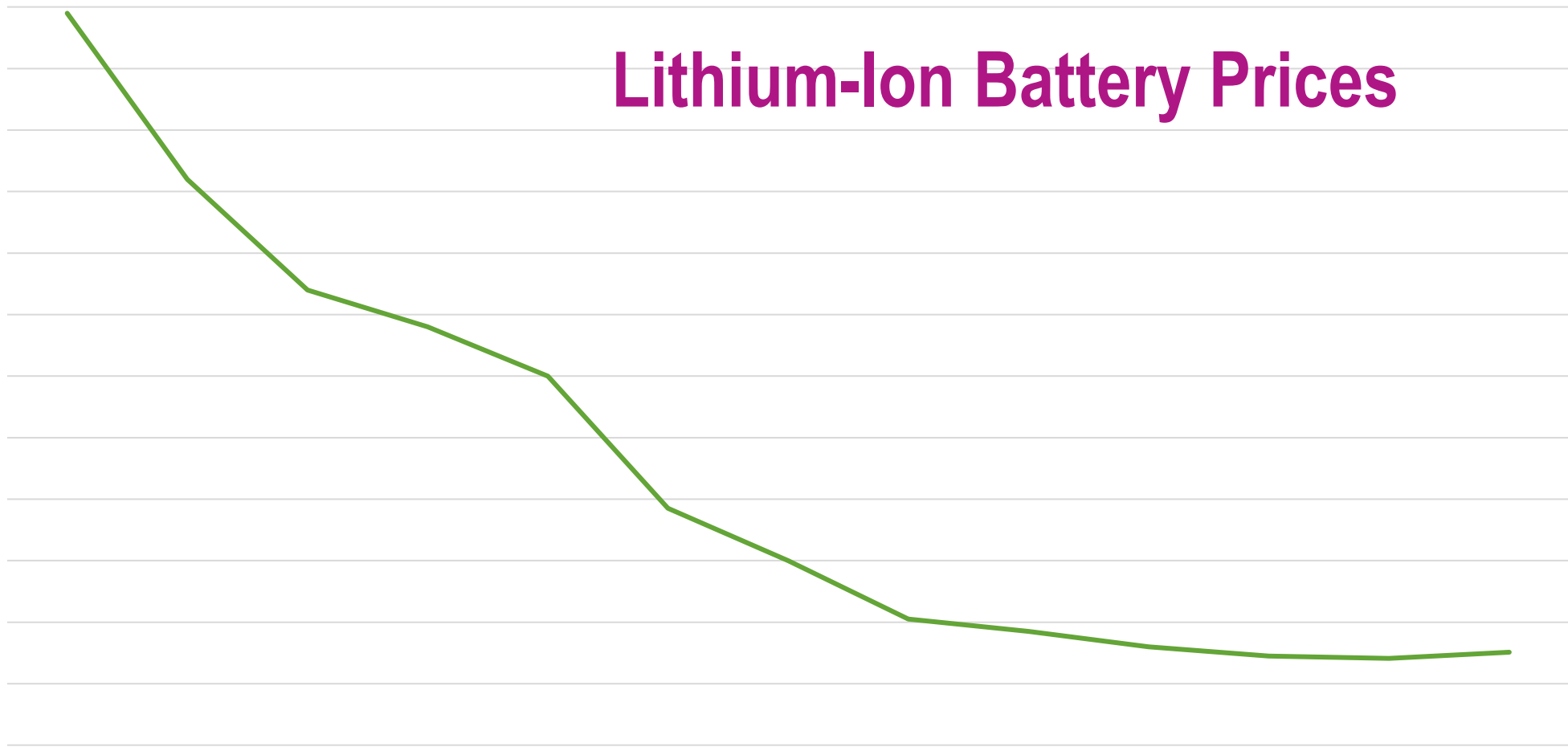
\$/kWh

1,200  
1,100  
1,000  
900  
800  
700  
600  
500  
400  
300  
200  
100  
-

## Lithium-Ion Battery Prices

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

Source: Bloomberg BNEF





*Inflation Reduction  
Act of 2022*

**“\$1 Trillion Green  
Investment Matches Fossil  
Fuels for First Time”**

*Bloomberg, Jan. 26, 2023*

***Rising Pressure***

*Supply Chain Pressure*

Sustainability pays

**TESCO**

Welcome to **TESCO** Ramsey



**Santander**

**“Consumers care about sustainability—and back it up with their wallets”**

*- McKinsey and NielsenIQ, Feb. 2023*

**“Eco-Friendly Features Help Homes Sell Up To 10 Days Faster”**

*- Zillow*

*Sustainability pays*

**Products w/o  
ESG Claims**

**Retail Sales Growth  
CAGR, 2018-2022**

**4.7**

**Products with  
ESG Claims**

**6.4**

*Transparency*

**U.S. SEC,  
EU Corp  
Sustainability  
Reporting  
Directive, and...**

**Lieferkettensorgfaltspflichtengesetz (LkSG)**



Risk f



Certificate No. H-007178



Certification Date: April 06, 2018

## High-Performing Home

5642 Walnut Street, Philadelphia, PA 19139

Silver

This home's high-performing asset specifications can be found in the Pearl Certification Report and Appraisal Institute's Residential Green and Energy Efficient Addendum that accompany this certificate.



W. Casey Murphy  
Pearl VP of Quality Management



### About This Rating

ClimateCheck® ratings reflect hazard risk at a property relative to the rest of the contiguous United States. Ratings are based on projected 2050 risk and the change from historical risk. A rating of 1 represents the lowest risk; 100 is the highest. [See our methodology for details.](#)

# Generational Change

Gen Z

90%

“Company has an obligation to solve environmental and social problems.”

Millennials

64%

Won't take a job if company doesn't have strong CSR values

A diverse group of five young adults (three women and two men) are smiling and posing together against a clear blue sky. They are dressed in casual, contemporary clothing. The group includes a man with dreadlocks, a woman with a large afro, a woman in a straw hat, a woman in a grey cardigan and apron, and a man in a brown t-shirt holding a drink.

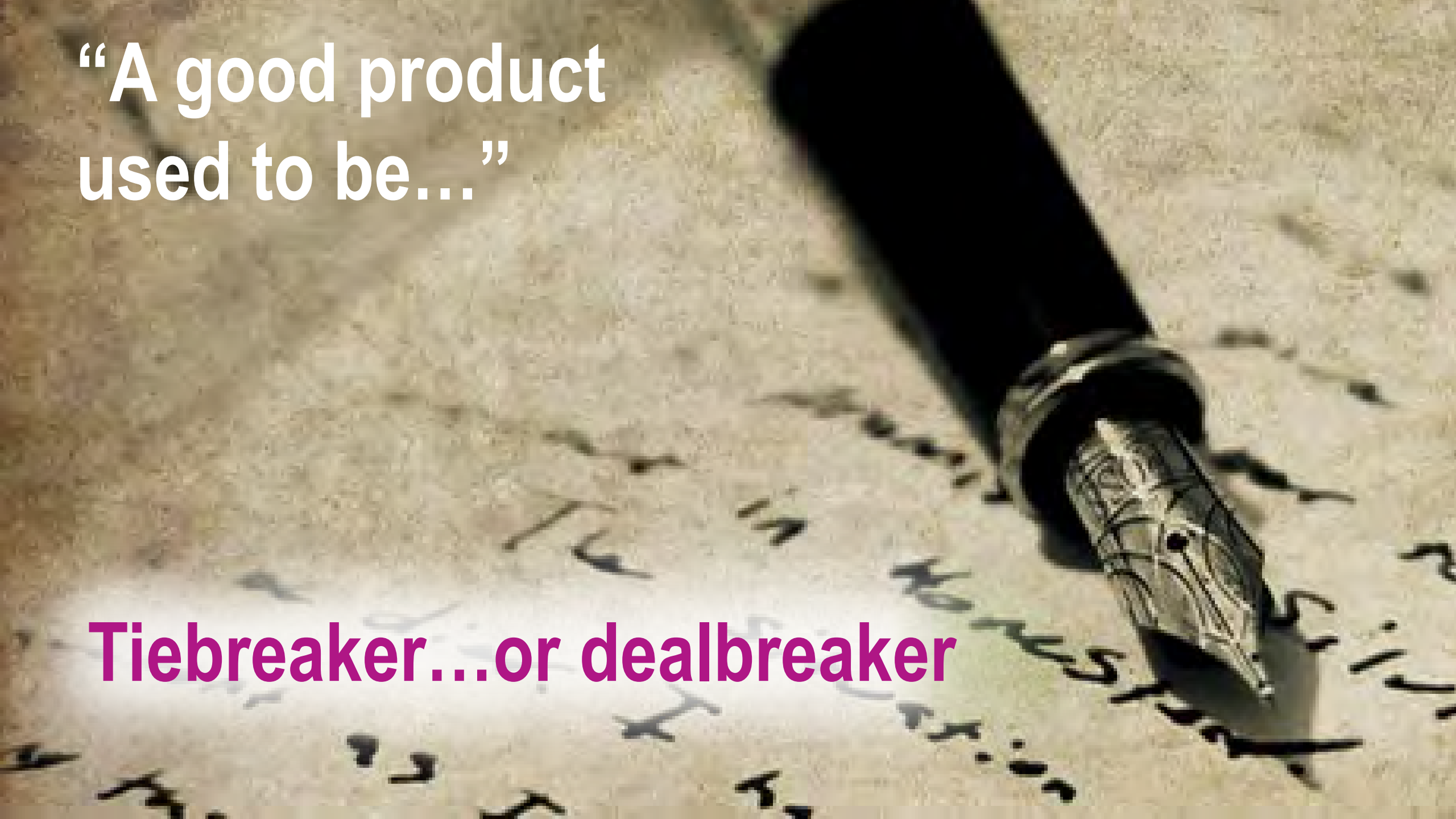
Sustainability pays

**What kind of  
companies will attract  
and retain talent?**



**“A good product  
used to be...”**

**Tiebreaker...or dealbreaker**



***What it Means for Business***



Real Change (GigaTrends) vs.  
Political Theater (Anti-ESG)

Multi-trillion-dollar markets in play

We must go bigger, and much faster.

It's not enough to be less bad.

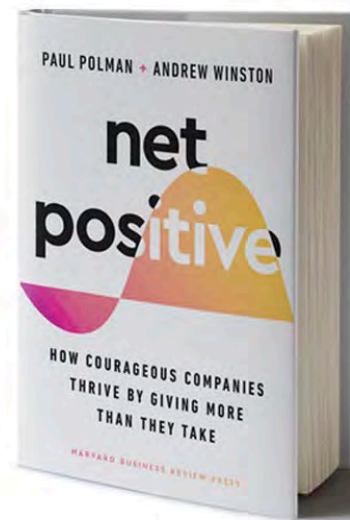
And business has to step up



**A New Possibility**  
**Long-term value creation**  
**business profits**  
**Multi-stakeholder**  
**from solving the**  
**Then shareholders,**  
**world's problems,**  
**Transformative Partnering**  
**not creating them**

**Is the world  
better off**

**because your  
business is in it?**



Climate positive by 2030



Sustainability pays



“You need DQ—decency quotient—  
when you care about the people who  
work with you, for you, above you,  
around you.”

Courage

Inspiring

Purpose & duty

Empathy & Humility

- Ajay Banga, ex-CEO & Chair, Mastercard

Seeking partnership

**Everyone can  
be a leader**



***Building a  
Net Positive Business***



1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



*Blow up your own boundaries*

7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS




17 PARTNERSHIPS FOR THE GOALS



**THE GLOBAL GOALS**  
For Sustainable Development

Google



An aerial photograph of a lush tropical forest. The sun is low on the horizon, creating a bright lens flare that streaks across the sky and illuminates the dense canopy of trees. The forest is composed of various types of trees, including many palm trees with large, fan-like fronds. The overall scene is vibrant and natural.

**Walmart: Restore 50MM acres of land,  
build a regenerative company**

We're on a mission to end hunger in the communities we call home and eliminate waste across our company by 2025.

- 93% of stores recycling food
- \$1B in investment
- \$10 million innovation fund
- 2.3 billion meals served



**ZERO  
HUNGER  
ZERO  
WASTE**



## New: Living wage goals

Woolworths: 40% of executive and senior manager positions to be held by women; No salary wage gap between male and female employees of equivalent positions on a per-hour rate at all levels of the company

# Partnering...Across sectors

Corporate Electric  
Vehicle Alliance  
“Calling for Standards  
Ensuring Open Access  
and Simple Payment  
Methods for EV  
Charging Infrastructure”



With Peers



# Growth...value from values





**What are your  
shared hurdles?**



How can you  
partner with customers?

Help them:

- Make more \$
- Improve well-being
- Hit their sustainability goals

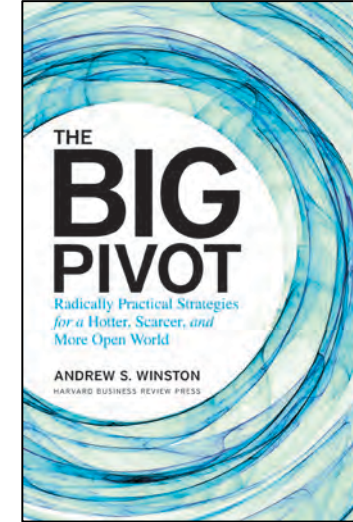
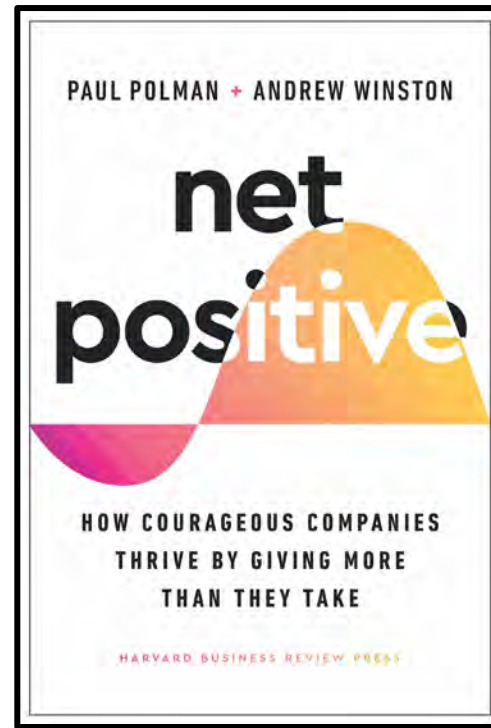
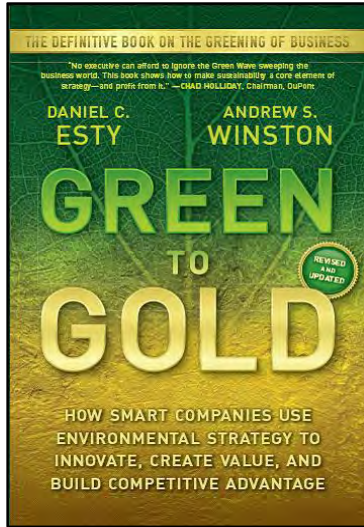


# Well-being



***THRIVE***

**How will you be net positive?**



[www.netpositive.world](http://www.netpositive.world)

**Thank you!**

[www.andrewwinston.com](http://www.andrewwinston.com)