

**Sustainable
solutions taking
place this
Decade of Action**

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#PLANETMARK



Climate change mitigation

Investing in energy efficiency, renewable energy projects and advancing less carbon-intensive technologies supports a transition to a low-carbon future and mitigates the impact of climate change. Businesses have made commitments on carbon reduction which will continue throughout this decade.



The circular economy

This keeps resources in use for as long as possible while gaining the maximum value from this. This contributes to sustainability by reducing factors such as climate change risks, resource scarcity and waste.



More businesses are moving away from linear operation and consumption models and evolving towards a more circular way of thinking.

Conscious consumerism

Consumers are now opting for brands with values that align with saving the planet. A Globescan study found that 54% of people across 25 countries say that living in a way that is good for themselves, others and the environment is a priority for them. This can be a competitive differentiator for businesses.



Investing in human capital

Companies are focusing on leveraging the potential of human capital, which is people's knowledge, talents, and skills, for sustainable development. Equal opportunities in education, training and the workforce can drive a prosperous, inclusive economy.



ESG investment

The importance of ESGs will continue to gain momentum in 2021. Companies will focus more on their societal contributions in the wake of Covid-19. This will further encourage ESG reporting that is transparent and accurate to enable investors to make more informed investment decisions.

