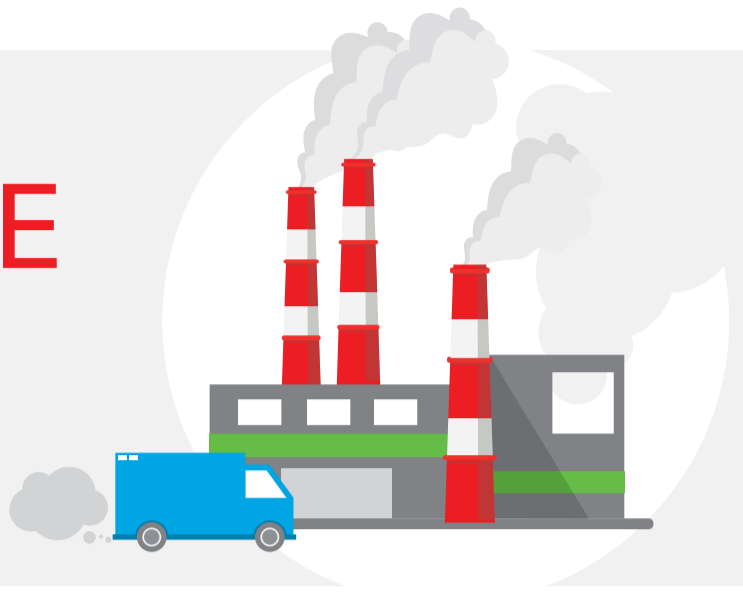


Australia's green business opportunity

Businesses globally are starting to appreciate the potential benefits an improved focus on sustainable practices can deliver. Australian companies can seize the opportunity to drive the nation's sustainable future through green finance, clean energy or emission reductions. Those that rise to the challenge will see a healthier environment, greater stakeholder engagement and improved bottom lines.

1 trillion tonnes of GREENHOUSE GAS

From 1988 to 2017, just 100 companies accounted for 71% of global greenhouse gas emissions, amounting to nearly 1 trillion tonnes of CO2 equivalent emissions.



\$12 trillion OPPORTUNITY

Companies that align with the UN Sustainable Development Goals have the potential to realise \$12 trillion in value, of which 40% is expected to bear fruit in Asia Pacific.

89% aim to REDUCE EMISSIONS

In 2017, 89% of high impact global companies reported implementing emission reduction targets, up from just 27% in 2010. In Australia and New Zealand, the proportion was substantially lower at 64%.



\$200bn green bonds GREEN BONDS



Since the first €600 million issuance in 2007, the green bond market has grown to over \$150 billion in 2018, of which Australia represents \$6.3 billion.

Australia lags in SDG PROGRESS



In 2018 Australia ranked 57th out of 60 evaluated countries in climate change performance and 16th among G20 countries in progress towards implementing Sustainable Development Goals.

Businesses are seeing 18% higher RETURNS



Businesses that lead the change can benefit from 18% higher returns. In a recent survey, 86% of Australian companies agreed that sustainable practices enhanced growth and profitability.

71% of Australian consumers would pay a PREMIUM



Customers demand sustainability, too. 71% of Australian consumers are willing to pay more for sustainable products, while over 75% prefer to work at a company with sustainable practices.

EFFORT is #1 barrier



Australian businesses cite the additional time and work involved as the top barriers to implementing sustainable practices. Improving brand reputation is the biggest motivator.

HSBC's \$100bn commitment to SUSTAINABLE FINANCE



By 2025, HSBC has committed to provide \$100 billion of green financing and source 90% of its electricity from renewable sources.