

Sustainable Business Management

10.10.2019

MEGATRENDS & SUSTAINABILITY

A «core» megatrend: sustainability. Push factor n. 1: new risks and new opportunities

Top 10 risks in terms of

Likelihood

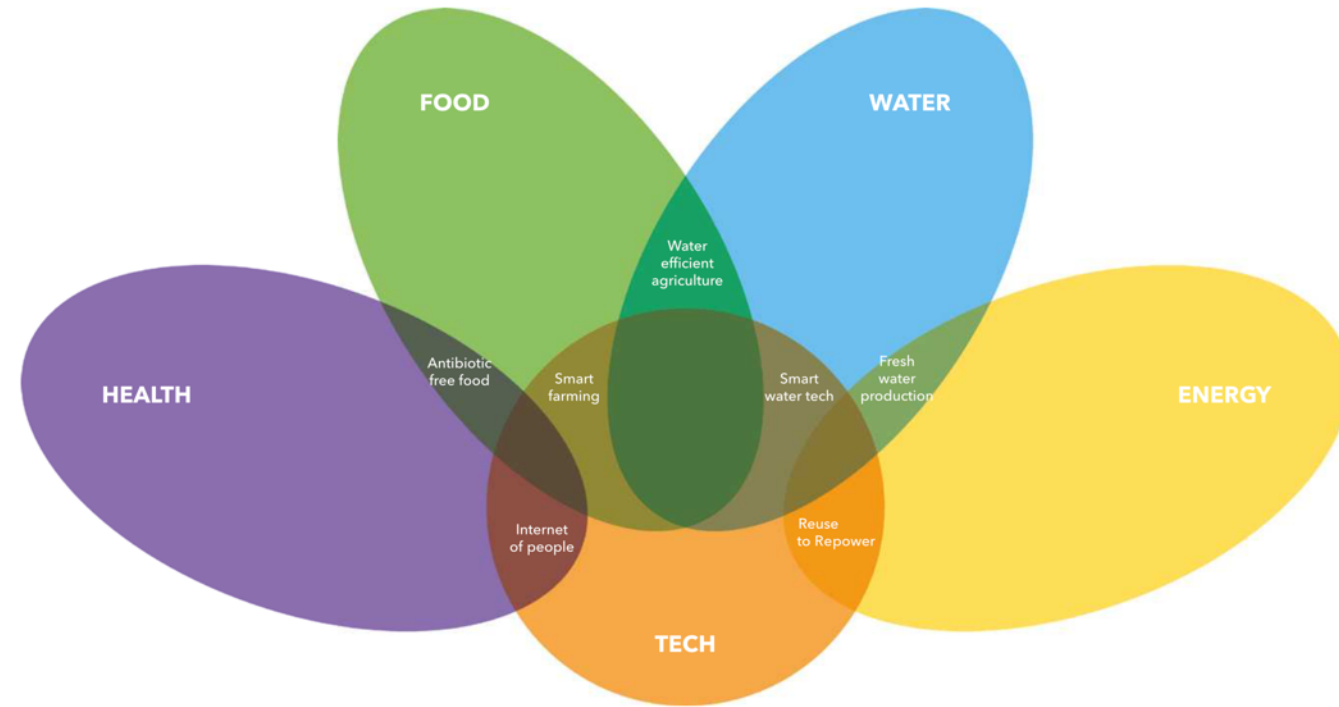
- 1 Extreme weather events
- 2 Failure of climate-change mitigation and adaptation
- 3 Natural disasters
- 4 Data fraud or theft
- 5 Cyber-attacks
- 6 Man-made environmental disasters
- 7 Large-scale involuntary migration
- 8 Biodiversity loss and ecosystem collapse
- 9 Water crises
- 10 Asset bubbles in a major economy

Top 10 risks in terms of

Impact

- 1 Weapons of mass destruction
- 2 Failure of climate-change mitigation and adaptation
- 3 Extreme weather events
- 4 Water crises
- 5 Natural disasters
- 6 Biodiversity loss and ecosystem collapse
- 7 Cyber-attacks
- 8 Critical information infrastructure breakdown
- 9 Man-made environmental disasters
- 10 Spread of infectious diseases

World Economic Forum Global Risks Report 2019

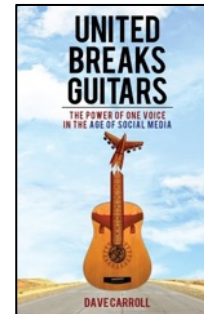
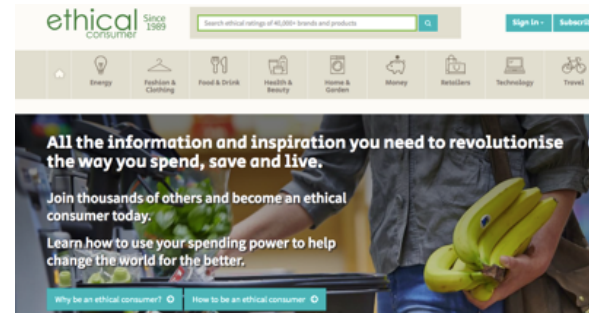


Global Opportunity Report 2018 (DNV – GL)

A «core» megatrend: sustainability. Push factor n. 2: new drivers for the next consumers and the «digital watchdog»

TOP SUSTAINABILITY PURCHASING DRIVERS

Global Respondents vs. Those Willing To Pay More*



The New York Times Inside Italy's Shadow Economy

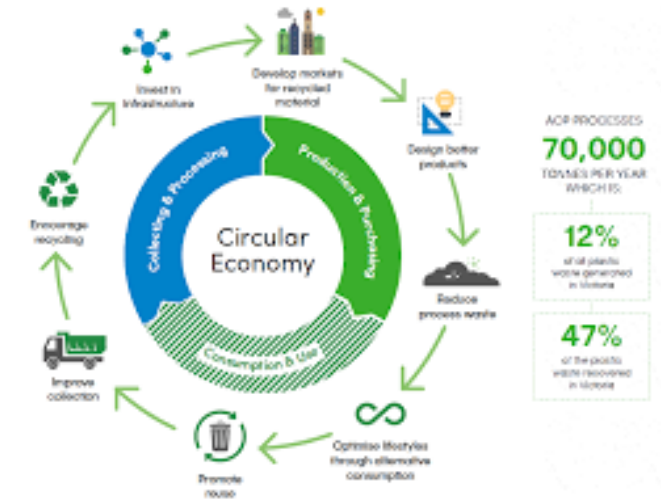
Within a distressed labor market, thousands of low-paid home workers create luxury garments without contracts or insurance.

A «core» megatrend: sustainability. Push factor n. 3: International Agenda (new deal)



CORPORATE GOVERNANCE

Business Roundtable Redefines the Purpose of a Corporation to Promote 'An Economy That Serves All Americans'



FT sets the agenda with new brand platform

SEPTEMBER 16, 2019

CAPITALISM. TIME FOR A RESET.

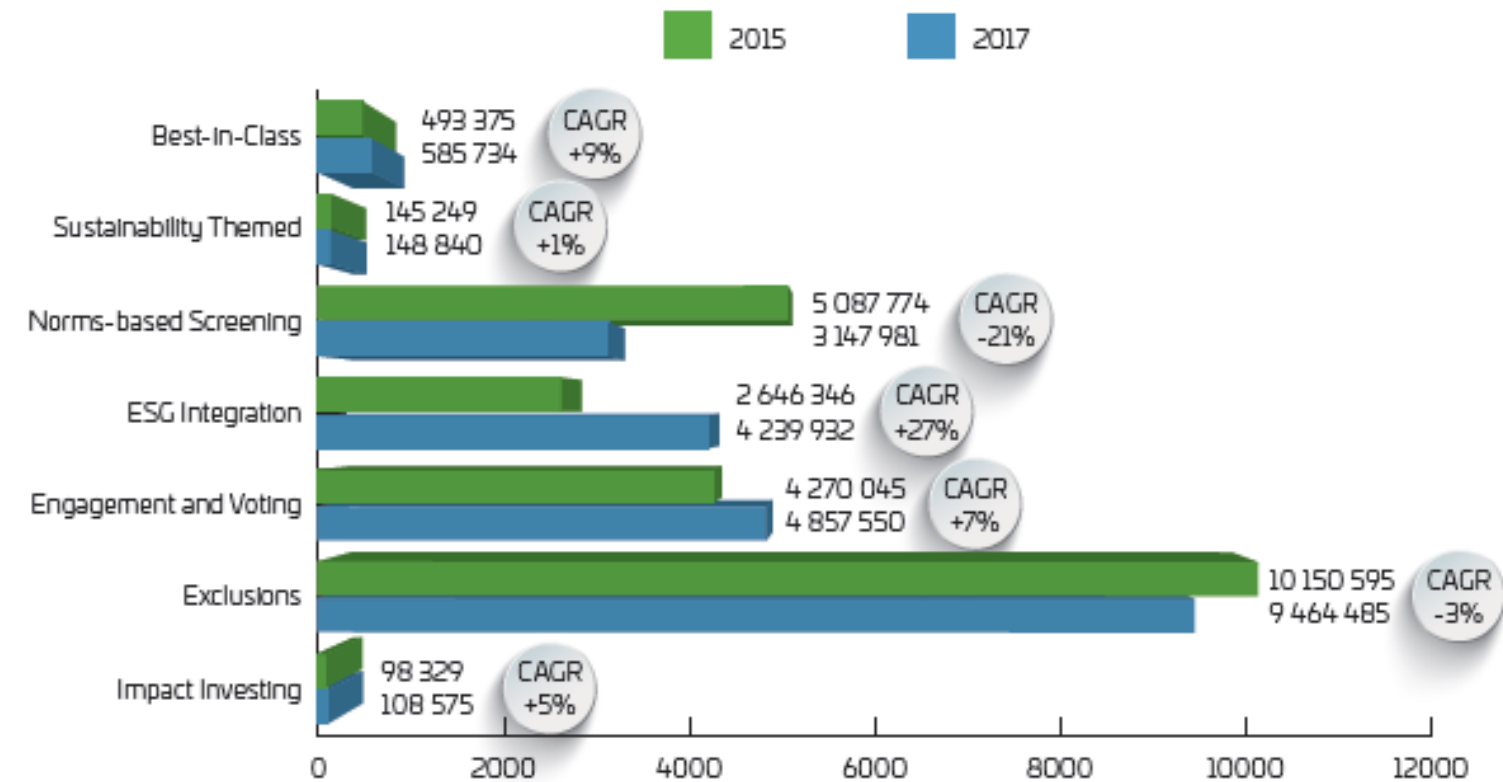
Business must make a profit but should serve a purpose too.

Visit [FT.com/newagenda](https://www.ft.com/newagenda)



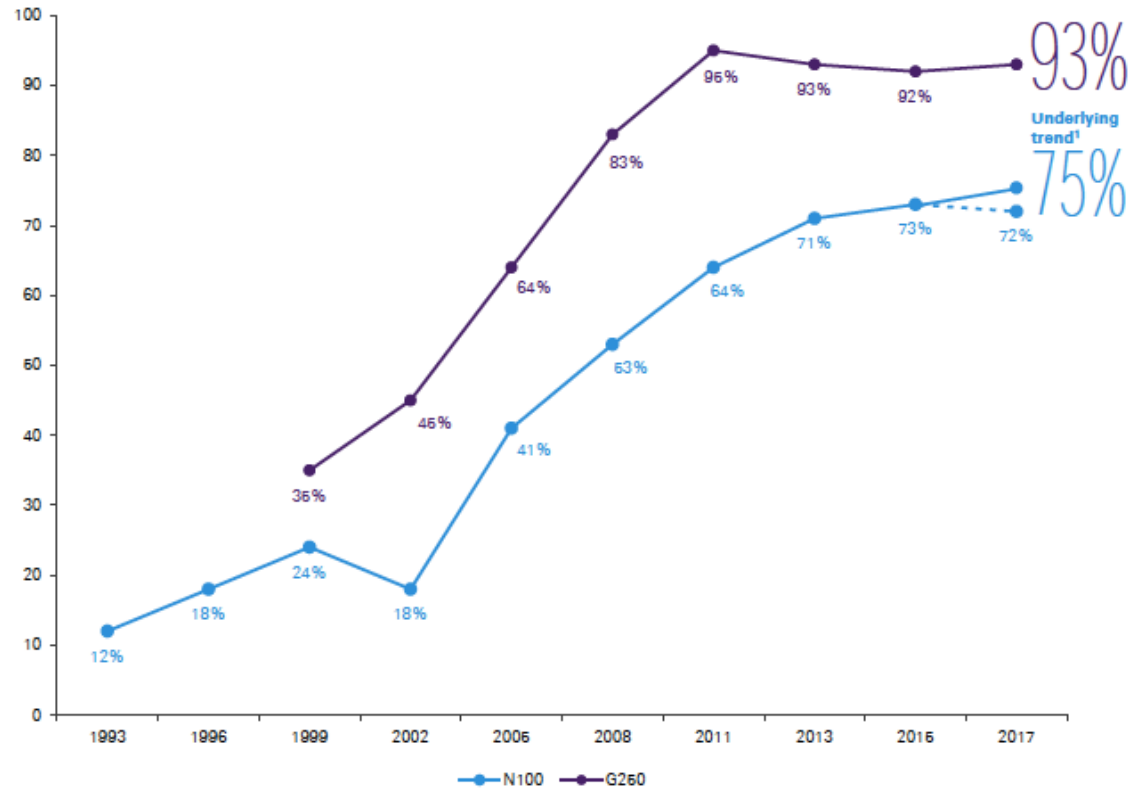
THE NEW AGENDA

A «core» megatrend: sustainability. Push factor n. 4: finance/investors

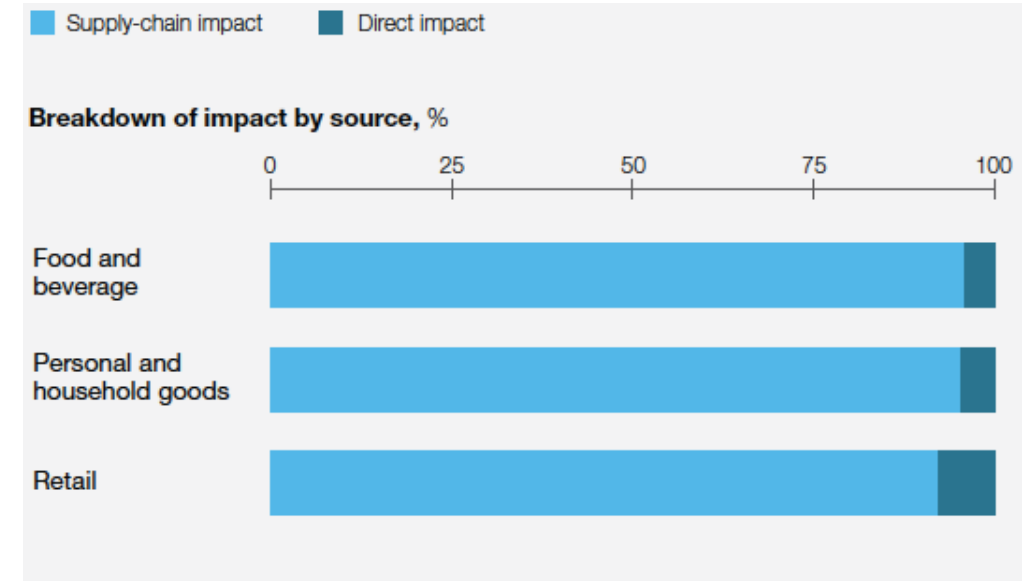
**DANONE**

Cécile Cabanis, Chief Financial Officer declared: *“We are thrilled to be a pioneer in combining both traditional financial and ESG criteria as drivers of long term sustainable performance, and for our banks to support this vision. This move is consistent with...our long term commitment to create sustainable value for our shareholders and all our stakeholders”*

A «core» megatrend: sustainability. Push factor n. 4: the role of big brands on the value-chain



KPMG, 2017



McKinsey, 2018