Citypreneurs
Growing and Ageing Population

Overconsumption of Natural Resources

CO₂ Emissions Rising

Youth Unemployment

Income Inequality
Youth Employment at Risk

UNDP-IBM Future of Work Report says youth are most vulnerable to AI development

“Successes brought by AI and automation will adversely impact youth employment the most"[1]

Less demand for low qualified workers with hard skills, and more demand for high qualified workers with soft skills

1. UNDP Seoul Policy Centre, “The Opportunities of New Technologies for an inclusive and prospering Labour Market”
Sustainable Development Goals

- All countries commit to achieving the SDGs by 2030
- Transform economies and societies to meet current and future challenges
- Integration of economic, social and environmental dimensions
- Interdependence of people and nations
- “Ensuring that no one is left behind”
NOT ENOUGH
More than 1,750 signatories from 50 countries

Represents Approx $70 Trillion

More than 30% of all global Capital
Planet vs Profit
World’s capital is going green, because it’s profitable

High ESG-rated investments and SRIs found to have equal or higher returns on average

Millennials to control over $24 trillion by 2020, says Deloitte¹

86% of millennials are interested in sustainable investing²

# Sustainable Development Goals Impact Theme Framework V1.1

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**Tonic Impact Theme**

- Reduce inequality within and among countries
- Make cities and human settlements inclusive, safe, resilient and sustainable
- Ensure sustainable consumption and production patterns
- Take urgent action to combat climate change and its impacts
- Protect and sustainable use of marine resources
- Protect and sustainable use of land resources
- Promote peaceful and inclusive societies, provide access to justice, and promote strong institutions
- Work together for sustainable development

**U.N. Additional SDGs**

- Equality (p.10)
- Refugees (p.10)
- Social justice (p.10)
- Affordable housing (p.11)
- Community empowerment (p.11)
- Green building (p.11)
- Homelessness (p.11)
- Smart cities and mobility (p.11)
- Circular economy (p.12)
- Environmental health (p.12)
- Resource efficiency (p.12)
- Climate adaptation strategies (p.13)
- CO2 harvesting and storage (p.13)
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- Aquatic sustainability (p.14)
- Sustainable fisheries (p.14)
- Sustainable aquaculture (p.14)
- Animal welfare (p.15)
- Sustainable managed landscapes (p.15)
- Biodiversity and conservation (p.15)
- Policies and governments (p.16)
- Culture and the arts (p.16)
- Media (p.16)
- Conflict resolution (p.16)
- Financial system change (p.17)
- Blended capital (p.17)
- Building the impact ecosystem (p.17)
NOT ENOUGH
EVERYOUNG KOREA
Competitiveness
Greed vs (non-profitable) Good
Goal is to speed up transition from gasoline to electric cars

- Grow Emerging Markets
- Lead R&D
- Branding and Marketing
- Funding and Investment
Company Introduction

basearth is a biomaterial and technology based social venture promoting safe-to-breathe environment. With expertise in bio and chemical materials, we research and develop new materials to solve the single largest environmental health hazard on earth—air pollution driven by Particulate Matter (PM) and VOCs. We are passionate about creative materials and technology that generate revenue while saving lives from the risk of deaths and illness by air pollution.

Relevant UN SDGs

- **3.4.1**: Mortality rate attributed to cardiovascular disease, cancer, diabetes or chronic respiratory disease
- **3.9.1**: Mortality rate attributed to household and ambient air pollution

Relevant Seoul SDGs

- **2.8.1**: Healthy life expectancy

Urban Issue Addressed

- **Ultrafine Dust and Respiratory Health**

Impact Investment Theme

- **Disease Prevention and Response**
The SDG Advantage
An emerging SDGs Market

Achieving the UN’s SDGs\(^1\) to create $12T of new market opportunities\(^2\)

\[
\begin{align*}
\text{ALL MONEY} & \quad $83.6T \\
\text{STOCK MARKETS} & \quad $66.8T \\
\text{PHYSICAL MONEY} & \quad $31T \\
\text{SDGs MARKET} & \quad \textcolor{green}{$12T} \\
\text{USD IN CIRCULATION} & \quad $1.5T
\end{align*}
\]

1. United Nations’ Sustainable Development Goals, to expire in 2030
An emerging SDGs Market

By 2030, SDGs will also create jobs, health, and profits\(^1\)

$3.7 \text{ trillion}$

**Potential profits** by achieving the SDGs in cities

$1.8 \text{ trillion}$

**Predicted value of revenue and savings available from improvements to the health system**

4.6 million

**Predicted number of jobs created through new business opportunities in health and well-being**

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An emerging SDGs Market

Consumers are showing higher commitment to sustainable brands

55% → 66%
Customers willing to pay more for sustainable brands (2014-15)

50% → 75%
Under-20 customers willing to pay more for sustainable brands (2014-15)

‘Global consumer-goods’ brands that ignore sustainability increase reputational and business risk’
- Nielsen Company

An emerging SDGs Market

Global talent crowding to make social impact

More than 30% of 6000 Global Hackathon Seoul applicants chose social impact as first choice category (2015)

3 out of 4 Millennials would take a pay cut to work for a socially responsible company (2016)

An emerging SDGs Market

CEOs know this

80% of CEOs believe sustainability is root to growth, innovation and competitiveness

93% of CEOs believe sustainability is important to the future of their business
Campaigns and Petitions
Operational Risk
Growing Your Topline
Cutting Costs
Mitigating Risk
Urban Innovation Challenge: **Citypreneurs**

A Young SDGs start-up competition by the UN and Seoul City
“Technology has the capability to do great things. But it doesn’t want to do great things. It doesn’t want anything. That part takes all of us.”

Tim Cook