



**Sustainable
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Initiative**

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May 31, 2023

SUSTAINABLE MARKETS INITIATIVE AND VERDANTIX ANNOUNCE TERRA CARTA SEAL PARTNERSHIP

London, England: The Sustainable Markets Initiative is partnering with Verdantix, an independent research firm that acts as a thought-leader for world-enhancing innovation, on its 2023 Terra Carta Seal Awards.

Launched in 2021 at COP26 by His Majesty King Charles III when he was Prince of Wales, the Terra Carta Seal recognises global companies that are actively leading the charge to create a climate and Nature-positive future.

Based on agreed sustainability criteria, select companies are invited on an annual basis to apply for the Seal. Once invited, companies will need to demonstrate the success of a high impact, large scale company-wide project, initiative or strategy which aligns with one or more of the ten Terra Carta Articles. Verdantix, leveraging its 15 years of experience in climate and sustainability research and analysis, will support the Terra Carta Seal evaluation process by assessing the eligibility and impact of each nominated project against existing recognised global sustainability criteria.

Jennifer Jordan Saifi, CEO, Sustainable Markets Initiative said: *"By aligning the Terra Carta Seal with the Ten Articles of the Terra Carta, firms gain a unique platform to showcase private sector progress in advancing sustainable solutions, transition efforts and investments globally. Our partnership with Verdantix will allow us to leverage their valuable market expertise, ensuring an objective and rigorous evaluation process, rooted in sustainability excellence, for all nominees."*

Verdantix provides thousands of senior decision-makers worldwide with influential analysis, proprietary data, unique expertise and platforms for networking with peers. With offices in London, New York and Boston, the Verdantix research team applies the principles of rigour, accuracy and curiosity to support clients from many of the world's most innovative firms in solving their most complex challenges.

David Metcalfe, CEO, Verdantix, said: *"We are honoured to partner with the Sustainable Markets Initiative and to play a role in encouraging companies to act as leaders in adopting sustainable practices. As an organization, our mission is to foster continuous improvement and innovation in the areas that matter most to Nature, people, and the planet. Through our project-based evaluation approach, we hope to highlight the extraordinarily powerful impact that results from corporate commitment to sustainability objectives."*

END RELEASE



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About the Sustainable Markets Initiative, Terra Carta and the Terra Carta Seal

Sustainable Markets Initiative

In his former role as The Prince of Wales, His Majesty King Charles III launched the Sustainable Markets Initiative (SMI) at Davos in January 2020. The SMI is a network of global CEOs across industries working together to build prosperous and sustainable economies that generate long-term value through the balanced integration of natural, social, human, and financial capital. These global CEOs see themselves as the 'Coalition of the Willing' helping to lead their industries onto a more ambitious, accelerated, and sustainable trajectory. Read more: www.sustainable-markets.org

Terra Carta

In his former role as The Prince of Wales, His Majesty King Charles III, launched the Terra Carta at the One Planet Summit in January 2021. The Terra Carta serves as the mandate for the SMI and provides a practical roadmap for acceleration towards an ambitious and sustainable future; one that will harness the power of Nature combined with the transformative power, innovation, and resources of the private sector. Currently the SMI has more than 500 CEO level supporters of the Terra Carta in addition to the 56 members of the Commonwealth, C40 Cities and the United Kingdom's 13 Core Cities. The Terra Carta has served as the inspiration for the Terra Carta Design Lab. The Terra Carta is a roadmap for public, private, and philanthropic collaboration and open to all countries, cities, companies, organizations, and schools who wish to support it. Read more: www.sustainable-markets.org/terra-carta.

Terra Carta Seal

Sir Jony Ive and his creative team at LoveFrom created a physical and animated seal engineered with paper that is both simple and beautifully crafted. The design combines a host of natural references including oak leaves, fern, magnolia and honeybees and intricate patterns both in nature and in the arts, creating a visual celebration which reflects the power of and reverence for nature that is at the heart of the Terra Carta. Read more: <https://www.sustainable-markets.org/terra-carta-seal/intro/>



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About Verdantix

Verdantix is the essential thought leader for world-enhancing innovation. It supports change-makers with its proprietary data, unique expertise and executive networks. Its impactful analysis is delivered via a digital platform, consulting engagements and in-person events to thousands of decision-makers in more than 100 countries. From offices in London, New York and Boston, the Verdantix research team applies the principles of rigour, accuracy and curiosity to help its globally-distributed clients solve their most complex challenges. verdantix.com