



FROM COMPLIANCE TO CAPITAL:

THE FINANCIAL LOGIC OF SUSTAINABILITY

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CURRENT CONTEXT: DEGLOBALIZATION, POLITICAL SHIFTS, AND ESG PUSHBACK

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A Shifting Global
Landscape
Political headwinds
don't erase
environmental and
financial risks.



DEGLOBALIZATION, POLITICAL SHIFTS, AND ESG PUSHBACK

- **U.S.** – ESG pushback, political uncertainty, regulatory rollback threats (Trump 2024).
- **Europe** – Strong ESG regulation (CSRD, SFDR), but rising populist pressure.
- **Emerging Markets** – Climate = real financial risk (supply chain, insurance, real estate).



*The global ESG backlash is not just
anti-sustainability*

*it's anti-growth, anti-investment,
and anti-shareholder value.*



Companies with high ESG scores outperform in downturns, exhibit lower volatility, and have reduced bankruptcy risk.



Moody's reports that high-ESG firms enjoy lower debt costs reflecting lower perceived risk.



Banks and Insurers: Are embedding ESG metrics into credit risk models. Firms with poor ESG disclosure or weak environmental practices face restricted access to capital.

ESG AS FINANCIAL ARMOR

ESG is **not greenwashing** when tied to real risk metrics: *what gets measured gets managed.*

The main players are increasingly embedding ESG indicators into credit and underwriting models — meaning **companies with poor sustainability practices face higher financing costs** and limited capital access.

GREEN ALPHA

SUSTAINABILITY DRIVES COMPETITIVE ADVANTAGE

Sustainability is no longer a box-ticking exercise — it's a strategic lever for driving **innovation, improving operational efficiency, and standing out in saturated markets**. Companies that invest in clean technologies, circular processes, and low-carbon operations are not just meeting expectations — they're leading in **cost reduction, talent retention, and product differentiation**. In a market where ESG-conscious capital is growing, these firms are shaping the new industrial advantage.





of institutional investors say they use ESG metrics to **inform voting decisions** at shareholder meetings.

PwC Global Investor Survey, 2023



Of ESG-related shareholder proposals in 2023 **received majority or near-majority support**, signaling a shift in investor expectations toward **transparency and accountability**.

MSCI / Glass Lewis, 2023



Companies targeted by ESG-focused shareholder campaigns outperform the market by an average of 4.7% in the 12 months following the campaign.

Harvard Business School / Amundi, 2022

A vertical blue bar is on the far left. The main image shows the European Union flag, which is blue with twelve yellow stars arranged in a circle, waving against a clear blue sky with some light clouds at the bottom.

EU: A STRATEGIC ESG GAP

EUROPE'S ADVANTAGE IN ESG REGULATION

Europe is turning sustainability into a strategic advantage, not just through regulation, but by aligning capital markets with long-term value creation.

Mandatory ESG reporting are **driving market transparency, reducing risk premiums, and attracting institutional capital.**

The result: companies that lead in ESG are benefiting from higher valuations, lower financing costs, and stronger investor confidence.

European firms can turn regulation into a competitive edge.

EUROPE: CAPITAL FLOWS REWARD ESG

- Over 50% of EU fund inflows go to ESG/green-labeled assets.
- Higher demand increases company valuations
- ESG performance now linked to capital access





EXECUTIVE TAKEAWAYS

WHY STRATEGIC SUSTAINABILITY MATTERS NOW

Sustainability is no longer optional — **it is a strategic enabler of resilience, access to capital, and long-term competitiveness.** As regulatory clarity meets market momentum, firms that lead in ESG **will define** the next wave of value creation.

Europe's approach shows that aligning policy and profit isn't just possible — **it's already happening.** Now is the time to turn sustainable intent into business advantage.

A scenic photograph of a lighthouse situated on a rocky, sparsely vegetated island. The lighthouse is a white, cylindrical structure with a lantern room at the top, which is illuminated, casting a bright glow. The island is surrounded by the ocean, and the sky above is a mix of soft pinks, oranges, and blues, suggesting a sunset or sunrise. The text '¡MUCHAS GRACIAS!' is overlaid in a large, white, sans-serif font across the middle of the image.

¡MUCHAS GRACIAS!

