

# Align Your Investment Strategy With the UN Sustainable Development Goals

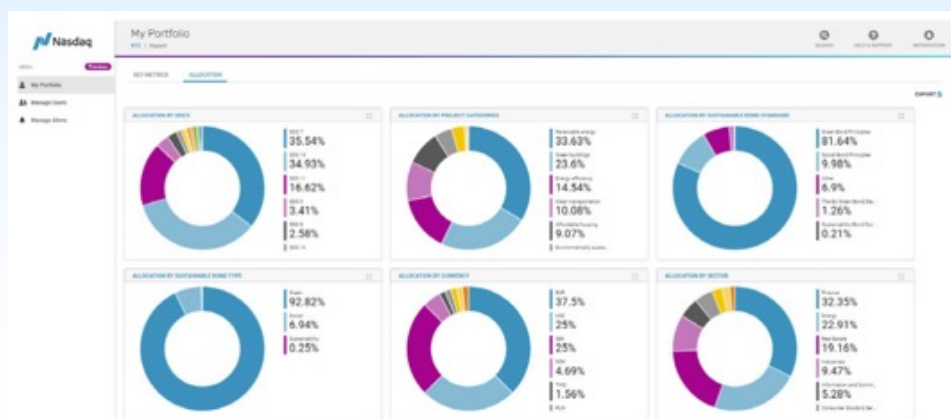
Unlock Key Insights With Nasdaq's Data-Driven Tools

In 2015, The United Nations issued an urgent call to action. The 17 Sustainable Development Goals (SDGs) are a blueprint to tackle the most pressing global crises - from ending poverty and spurring economic growth, to tackling climate change and preserving the environment.

ESG investors have a key role to play – allocating the capital needed to achieve the UN SDGs, and steering corporate decisions towards a more sustainable future. However, they often face an uphill battle when it comes to data. Information needs to be extracted from hundreds of PDFs, rather than structured datasets. Disparate frameworks and KPIs make comparability impossible, with projects rated based on opaque scorecards. Greenwashing attempts abound.

Nasdaq's suite of sustainable investment tools give market participants structure, information, and comparability. They empower investors to choose projects that will help achieve SDGs sooner rather than later.

## 1. The Nasdaq Sustainable Bond Network



### Bringing transparency to the global sustainable bonds market

The Nasdaq Sustainable Bond Network provides access to documents, data, and qualitative information on sustainable bonds. Investors can cut through the noise to quickly and easily find sustainable bonds that align with specific SDGs, or understand which SDGs their current portfolio finances.

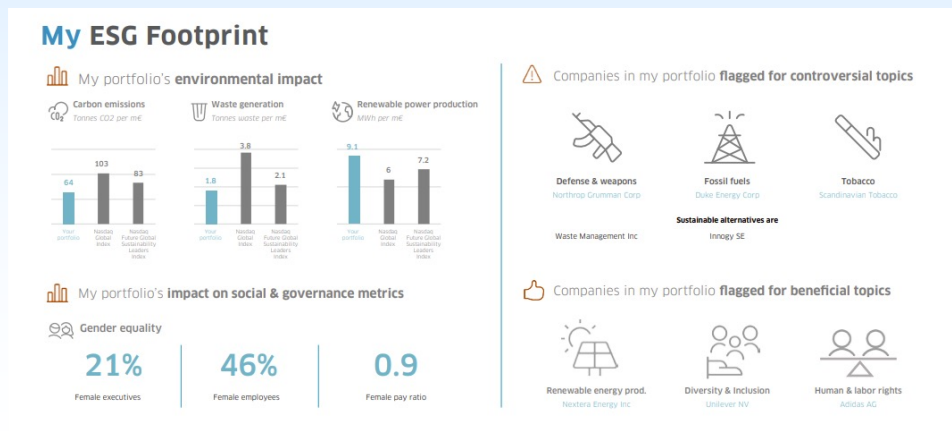
## Key features:

- Source detailed information for investment due diligence, selection and monitoring. Ensure that funds are allocated towards achieving SDGs and other worthy causes, rather than greenwashing.
- Compare sustainable bonds using standardized quantitative metrics and frameworks (including the UN SDGs).
- Access structured data in a machine-readable format through proprietary market data feeds, or within the self-service Investor Portal.

## How you can use the Nasdaq Sustainable Bond Network to align with SDGs:

- **See the share of your portfolio attributed to each SDG:** For premium portal users, the Nasdaq Sustainable Bond Network calculates the share of the portfolios committed to Sustainable Development Goals, Project Categories and Sectors.
- **Find new investment opportunities:** Aggregate data related to allocation of proceeds by each UN SDG. This allows you to compare and contrast investment opportunities according to the SDG framework, and simulate the impact of changes to your portfolios.

## 2. ESG Footprint



## Measuring your portfolio's impact on different SDGs

ESG Footprint is an easy-to-implement platform that measures the global sustainability

effect of a portfolio and individual securities. It combines company reports, ML-estimations, external expert views and sentiment analysis to get a 360°, layered view on the sustainability of over 51,000 issuers.

## Key features:

- Understand whether your portfolio is contributing to (or hindering) SDGs.
- Understand how a company aligns with a specific SDG compared to their revenue and investments.
- Get an overview of the media coverage surrounding a company, and take this information into account in your investment decisions.

## Examples of relevant SDG datasets you can find in ESG Footprint

Within ESG Footprint, you'll find multiple datasets that provide insight into the core impact of businesses (and investment opportunities) on SDGs:

- **SDG Signals** looks at the media sentiment related to companies, and evaluates it against the SDG framework. The dataset is based on sentiment analysis of 150,000 different sources, and isolates the SDG-related signals from broader media coverage. This allows investors to understand the reputational and other ESG risks associated with a certain company.
- **SDG Fundamentals** looks at companies' revenue streams, and whether they are aligned or misaligned with each SDG – calculated as a percent of total revenue for each issuer. This helps investors understand where the company currently stands in its SDG alignment effort.
- **SDG CAPX** looks at companies' investments, and whether they are aligned or misaligned with each of the SDGs – calculated as a percent of companies capital expenditure. This gives investors an idea of where the company is headed, and provides more nuance into its targets and ambitions in specific areas.

## 3. ESG Data Hub

### Facilitating the flow of ESG information from issuers to investors

ESG Data Hub is a data marketplace that connects the investment community with expert-led ESG data sets. It provides detailed, tangible intelligence on companies' ESG profiles – including quantitative metrics for topics such as energy usage, emissions, worker injury rate, and board diversity.

#### Key features:

- Identify which SDGs a given dataset aligns with, as well as the most important regulations and all other key information.
- Find datasets that map to specific SDGs.
- Access and integrate all the datasets you've identified as relevant, via a single API.

### Examples of relevant SDG datasets you can find in ESG Data Hub

Provider	Description	Relevant SDGs
Equileap	Gender equality data and insights covering over 4,000 listed companies. Companies are evaluated across 19 criteria, including the gender balance at all levels, as well as the pay gap, parental leave and sexual harassment.	(1) No Poverty, (5) Gender Equality, (8) Decent Work and Economic Growth, (10) Reduced Inequalities
RepRisk	Evaluates a company's ESG risk exposure based on information from public sources and stakeholders external to the company. The dataset covers a wide spectrum of risks, including human rights, labor standards, corruption, and environmental pollution.	(9) Industry, Innovation and Infrastructure, (10) Reduced Inequalities, (11) Sustainable Cities and Communities, (16) Peace, Justice, and Strong Institutions, (17) Partnerships for the Goals

Provider	Description	Relevant SDGs
Upright Project	A science-driven view on the net impact of global companies, which considers the societal costs and gains created by the business to understand their net impact. The calculation is based on different metrics such as job creation, societal infrastructure, creating knowledge, and nutrition.	(3) Good Health and Wellbeing, (9) Industry, Innovation and Infrastructure, (12) Responsible Consumption and Production, (13) Climate Action, (16) Peace, Justice, and Strong Institutions

## Find the Right Nasdaq Solution for Your Use Case

Not sure which Nasdaq ESG data product is right for you? We'd love to help. Contact us directly at [EUDataSales@nasdaq.com](mailto:EUDataSales@nasdaq.com)

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