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# New ideas for eco-labelling!

CASE 3 - GREEN FINANCE FROM THE SWEDISH SOCIETY FOR NATURE CONSERVATION (PAGE 1/2)

In the spring edition of the Sustainability Forum Case Competition SSNC has provided us with a case on green finance.

The Swedish Society for Nature Conservation (SSNC) is at the forefront with their eco-label Good Environmental Choice (Bra Miljöval). In a new and recently started two-year project, they will take the next step to create eco-labelling criteria for financial products for private consumers.

## Case description:

In their project "Dubbelt så grön", the Swedish Society for Nature Conservation (Naturskyddsföreningen) aims to fill the gap on the market of sustainable financial products for private consumers. While the environmental awareness of consumers continues to rise, their confidence in the financial sector does not.

Many consumers want to be more environmentally responsible; however it is often difficult to trust the financial products currently offered as they are often defined according to companies' own measurements, with no third-party assessment or control. In the opinion of the SSNC, exclusion of investments in fossil dependent companies is not enough to manage the transition to a sustainable society. Banks, fund managers and insurance companies also ought to increase their investments in companies working with sustainable products and services. In their two-year project, SSNC will create definitions for what a sustainable financial product is, and create principles for sustainable investment and savings.

The task for the students in this case is to elaborate what a new environmentally and socially sustainable financial consumer product could be. Economic returns should not be negatively affected compared to a similar product without these aspects.

**Key words for the financial product should be:** 1) transparency, 2) simplicity and 3) quality assured.

Consumers must be able to easily and fully understand the product and its benefits. The product should further be constructed in a way that makes it possible to be compared, verified (as to the actual benefits) and quality assured (eco-labeled).

The financial product must be aimed at "ordinary" consumers, and must not be a product aimed at companies. It could for example be a product for savings, a pension fund, a sustainable loan, a green bond or something else.



Bra Miljöval

## Sustainability Forum Case Competition

SPRING 2016: COMPANY CASES ON CIRCULAR ECONOMY & GREEN FINANCE

Read more on [www.sustainability.lu.se](http://www.sustainability.lu.se)

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## Prizes:

The prize for the winning team in the SSNC-case will be the possibility for an volunteering internship to work with the project at SSNC - as well as their latest book "Ägodela" about collaborative economy.

## Practical details:

Ideas presented in the competition may freely be used by the SSNC to promote green finance in their project "Dubbelt så grön". The winning team will be presented at the conference on Circular Economy, May 24 in Lund. The team will also have the possibility to present their ideas on posters during this conference.

Entries in the competition shall be maximum 4 pages and may be in Swedish or English. Maximum 5 students from Lund University in each team. There will be a possibility to form interdisciplinary teams during the Kick-Off Event.

Read more on the competition website.

## Important dates in the competition:

13 April: The competition starts with a kick-off event at ProLab (optional)

22 April: Mid-pitch event at ProLab (recommended)

**4 May: Last day for teams to sign up for the competition via [www.sustainability.lu.se](http://www.sustainability.lu.se) (mandatory)**

**4 May: Last day for entering ideas for the cases in the competition (mandatory)**

24 May: The winning teams will be presented at the conference on circular economy in Skåne



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