



Press Package
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The Better World Prize—Finding the Best in ESG Measurement Let's Stop Greenwashing!

The TBLI Better World Prize for ESG (Environmental, Social, and Governance) standards brings together over 40 rating agencies to present their versions of ESG standards for comparison. The goal of the competition is to find the best ESG measuring system, as global ESG assets are predicted to reach a staggering \$50 trillion by 2025. Founder of TBLI, Robert Rubinstein, has expressed his concern regarding this prediction, questioning how there can be such a commitment to ESG with all of the societal and environmental challenges we face, including climate change, water and food security, pollution, biodiversity loss, health crises, and income inequality.

The United Nations Secretary-General, Antonio Gutierrez, has also weighed in on the topic, stating that "Net zero commitments can't be a mere public relations exercise if we want to win the fight against climate change. We must have zero tolerance for greenwashing." Currently, there are tens of ESG rating and data providers globally, but there is no standardized approach or a robust set of data for investors and the public to compare. Private rating systems can be unreliable, and corporate reporting is spotty and hard to compare, making it difficult to ensure companies are doing their part in sustainability efforts.

As we move forward in recognizing the importance of sustainable investing and developing a greater sensitivity to our ecosystem, the number of companies claiming ESG status has grown exponentially. But what, exactly, is an ESG, and how can we measure it? Well, that should be easy enough, just turn to the standards. And therein lies the catch: What are the standards? There are so many measuring systems out there, which one should we use?

Participating in the TBLI Better World Competition is the first step in clarifying the confusion surrounding ESG standards. Unfortunately, many of the most visible companies in the sector have declined to participate, including MSCI, S&P, UNPRI, GRI, CDP, ISS, Sustainalytics, Ecovadis, Moody's, Morningstar, and Bloomberg. Despite this, the competition will be open to the public, with voters being asked to select the best ESG measuring system.

TBLI has the largest network of ESG and impact thought leaders, practitioners, asset owners, service providers, and managers. We are uniquely positioned to do the heavy lifting to get this discussion off the ground and come up with real solutions to this dilemma. ESG is our core business. And we know what it is.

TBLI consists of a network of investors more interested in sustainability than in immediate returns, with a track record of more than two decades in the business of counseling companies, countries, banks, funds, and individual investors on sustainable and impact investment. We aim to promote accountability in the financial sector by finding a better way of measuring companies' ESG performance, ultimately leading to concrete standards and definitions by which to correctly measure ESGs.

Our ultimate aim is to create a more effective way of measuring the sustainable performance of companies and investment vehicles.

And we will do it publicly. The TBLI Better World Prize is a People's Choice Award is open to the public. [Click here to vote for the best measurement system](#)

Testimonials

"Seems like everyone is jumping on the Impact and ESG bandwagon, which should be a good thing, except there are so many posers and pretenders out there. And make matters worse, there seems to be a new measurement system pop up every week. But which ones really work to meaningfully measure impact?"

There's not another organization I can think of that is better positioned as the no-nonsense, credible voice of impact than TBLI. I applaud their efforts with the Better World Prize to cut through the hype to bring clarity to the best ESG measurement out there. " - Jacob Hoehne (Chief Impact Officer - ISSIMO)

"TBLI Better World Prize was created with you in mind, you being the individual, the consumer, the end user who either benefits from or is disadvantaged by the untested rhetoric circling the impact world. Companies are producing more CSR reports than ever, but what do they have to show for it? There are so many areas where quality of life has actually declined since everyone started measuring sustainability, meanwhile profits continue to skyrocket. Let's have companies put their money where their mouth is and prove their value in impact." - Jonelle Maltay (Global Environmental & Social Risk Management - JPMorgan Chase & Co.)

"The craft of investing is essentially the proper management of risk and return, over the long term. The risk factors broadly defined under the ESG moniker, or more specifically, the climate vertical of the E, loom large in this analysis. The proper independent measurement and transparent disclosure of climate risks are essential, and the TBLI Better World Prize puts a bold underscore to this end. " - William J. Kelley (President & CEO - CAIA Association)

"Current ESG market practices have been used for distortions of the sustainable mission. Accountability and action on behalf of the world's protection, regeneration and for safeguarding our people, our planet and all existent living things requires a systematic change, not layers upon existing models.

Current market is operating a construct that has no connection with the living things, still with exclusionary models and no sustainable integrated measures at the operational level, that has partial or none visibility of the whole for better investment decision-making.

To measure across the sustainable task, among different purposes and multiple targets requires common neutral and transparent comparison. TBLI network has competence and a strong ground to oversee new standards that the need.

I am honoured to contribute with knowledge and experience together with TBLI network in a gathered effort towards this important mission, for safeguarding market clarity and the mission of wellbeing of all in a positive evolution where value creation for our society is key." - Angelica Lips da Cruz (Founder - INNORBIS)

"The TBLI World Prize rewards usefulness, clarity, and transparency of ESG and Impact Standards. The prize evolves awareness beyond risk and reward, building on the decades-long foundation of social responsibility and sustainability.

As a member of the Advisory Committee, I look forward to facilitating the process and partnering with like-minded professionals and participants." - Glen Frommer (Managing Partner - ESG Matters IVS)

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