



# ALTIOREM

Change finance for good

INTRODUCTION

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Altioirem acknowledges Aboriginal and Torres Strait Islander peoples as the traditional custodians of Australia and the Torres Strait Islands  
We pay our respects to their elders past, present and emerging.

## Finance is failing to address the great sustainability challenges of our time.

Despite well intentioned efforts to progress ‘sustainable finance’, the industry is not moving at the speed and scale required. Most organisations are stuck between greenwash and ‘greenwash<sup>1</sup>’.

While there is mounting pressure from various stakeholders, one significant and crucial catalyst for change remains largely untapped...

[1] Greenwash is a term coined by Duncan Austin in his article Greenwash: The Wishful Thinking Undermining the Ambition of Sustainable Business.

...Around the world people working in finance are concerned about these issues and want to advocate for change but lack the support needed to overcome systemic<sup>2</sup> and organisational<sup>3</sup> barriers.

**Circuit-breakers are needed which support latent advocates in breaking out of business as usual and *driving change from within*.**

[2] Systemic barriers include short-termism, remuneration structures, inappropriate use of benchmarks and passive investment.

[3] Organisational barriers include skeptical or distracted leadership, weak or misdirected governance arrangements and organizational inertia.

## Altiorem: (*Latin, acc*) Higher

Altiorem is an online library and resource centre dedicated to facilitating, promoting, and influencing the finance industry towards long-term, sustainable and purposeful allocation of capital, while educating the next generation of finance leaders by:



Altiorem Ltd is an Australian registered charity and company limited by guarantee.  
Australian Business Number: 66 631 479 377



**Pablo Berrutti is Altioirem's founder and managing director.**

Pablo is currently the senior investment specialist for Stewart Investors, Sustainable Funds Group and is deputy chair of the Responsible Investment Association of Australasia.



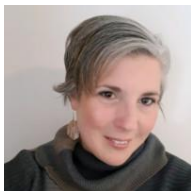
**Yen Wong CFA is a director and company secretary for Altioirem.**

Yen is the head of credit research at Altius AM, who developed the first sustainable Australian bond fund.



**Nick Edgerton is a director and the treasurer for Altioirem.**

Nick is the portfolio manager for Stewart Investor's Worldwide Sustainability Fund.



**Alexandra Brown is Altioirem's research manager**

Alexandra is the founder of Invest with Ethics, a business designed to promote and support responsible investing.



**Mariana Wheatley is Altioirem's business manager.**

Mariana holds an Honours degree in Social Sciences and a Bachelor of Arts from UNSW with a double major in Philosophy and International Relations awarded with Distinction.

Rather than “build a library” Altiorem has built an ecosystem where university student volunteers (contributors), issues experts (mentors) and the community of users (members) benefit while building Altiorem together.

**Contributors**

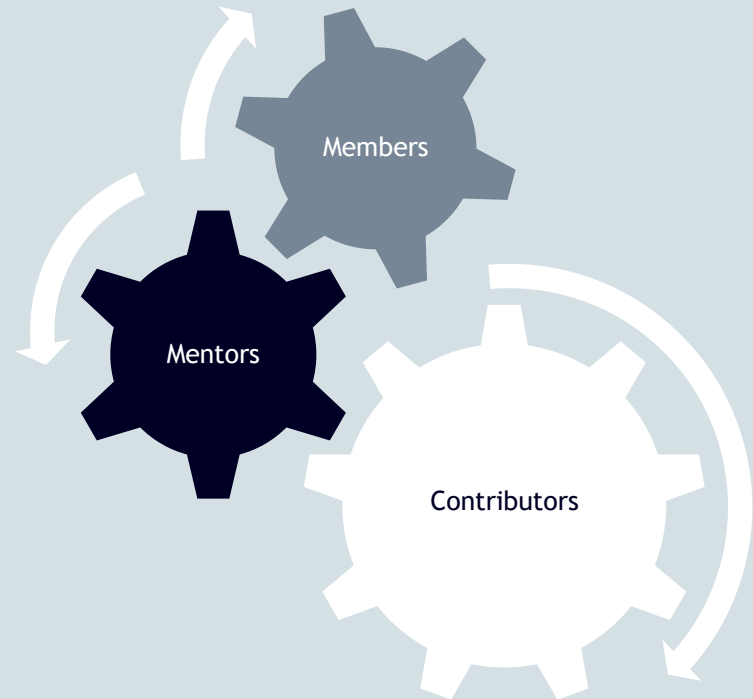
Extend their learning and applied research skills, have the opportunity to work directly with experts, create social impact, and increase their professional profile through by-lines and contributor profiles on the site.

**Mentors**

Mentor the next generation of finance leaders, create social impact, and increase their professional profile through by-lines and reviewer profiles on the site.

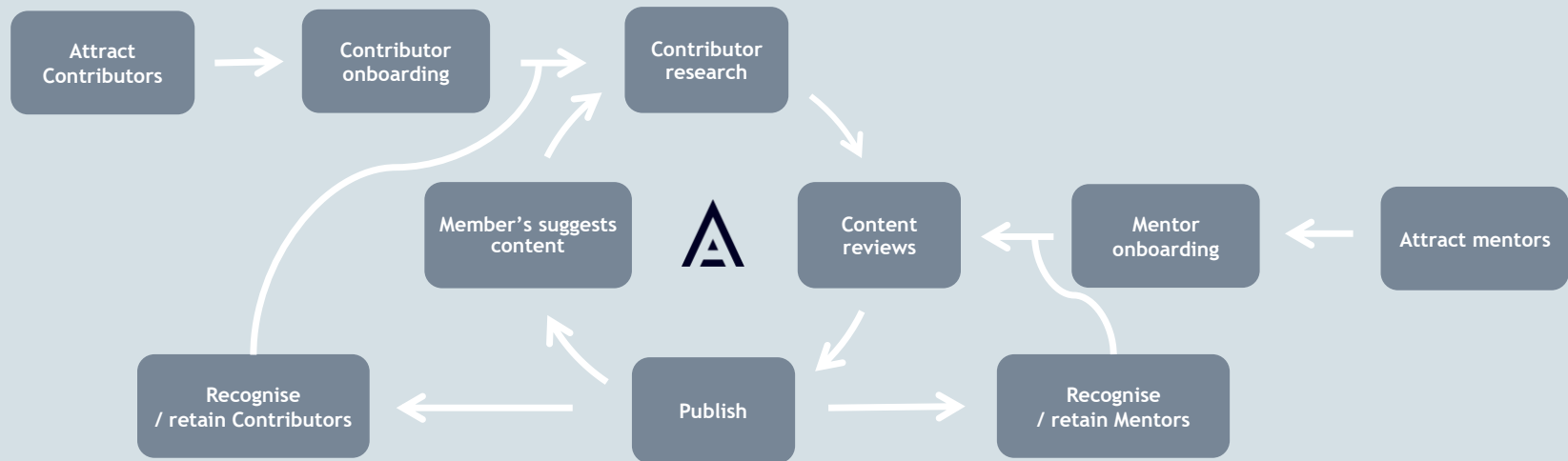
**Members**

Will become more effective advocates for sustainable finance and save time through their use of Altiorem. By suggesting and rating content they will support the relevance and growth of the library and resource centre.



The system is designed to be near self-supporting as each participants interacts with Altioirem:

1. Contributors complete content summaries using consistent templates and well known taxonomies like the Sustainable Development Goals and the Global Reporting Initiative.
2. Mentors will help contributors through to publication of their work, ensure high standards are maintained and create content playlists to guide the community of users through specific issues and challenges.
3. Members will rate content and suggest new content to help guide the development and continued relevance of the library.





Altioirem will build a member community by targeting five types of user needs:



**Capital allocators** (e.g. investors, credit analysts, underwriters etc) who need information to make sustainable investment, financing and insurance decisions.



**Finance professionals** wanting to advocate for sustainable finance within their organisations.



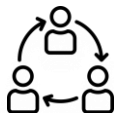
**Sustainable finance experts** wanting to contribute to faster change in the industry and needing a comprehensive source of information for their own work.



**Media and finance influencers** looking to understand and report on sustainable finance.



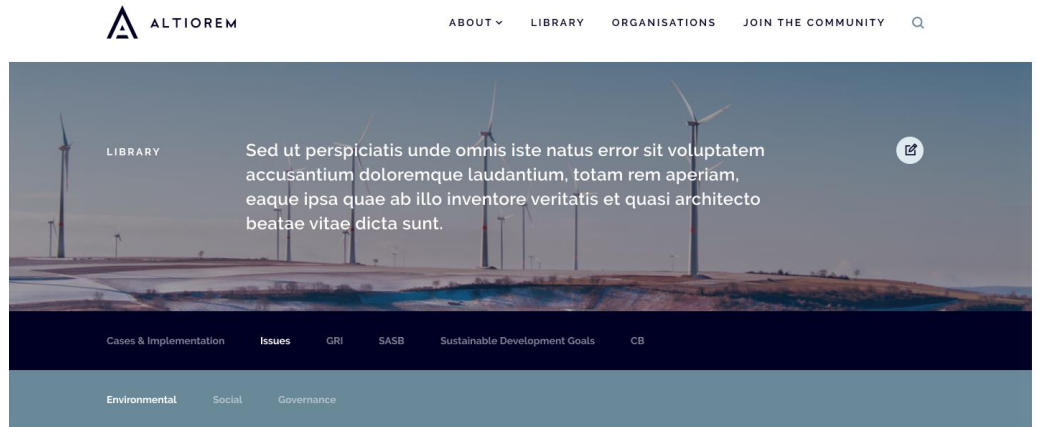
**NGOs and regulators** wanting to hold the industry accountable.



**General public, students and individual investors** who want to invest their own money sustainably, demand more from their financial institutions and cut through greenwash.

Altioirem is being built by leading digital agency Canvas Group.

Through a clean and intuitive interface, Altioirem will profile and connect research, organisations and tools on environmental, social and governance issues to the case for sustainable finance.



## Environment

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur dictum, magna quis commodo mattis, est erat luctus justo, ut malesuada erat ante sed nibh.

### All Research under Environment

Air Quality

Biodiversity

Climate Change

Controversies

Ecological Impacts

### Effluents & Liquid Waste

Energy

Environmental Compliance

GHG Emissions

Lifecycle Management

Materials Sourcing & Efficiency

### Planetary Boundaries →

Product Design & Innovation

Supply Chain Management

Waste & Hazardous Materials Management

Water & Wastewater Management

## POPULAR ENVIRONMENT RESEARCH



Sed ut perspiciatis unde omnis iste natus error sit voluptatem

Organisation Name

Date of Research

Governance, Business Ethics & Integrity, Controversies, ESG/ Sustainability Reporting, Memberships & Associations, Stakeholder.



Sed ut perspiciatis unde omnis iste natus error sit voluptatem...

Organisation Name

Date of Research

Governance, Business Ethics & Integrity, Controversies, ESG/ Sustainability Reporting, Memberships & Associations, Stakeholder.



Sed ut perspiciatis unde omnis iste natus error sit voluptatem

Organisation Name

Date of Research

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All Environment Research

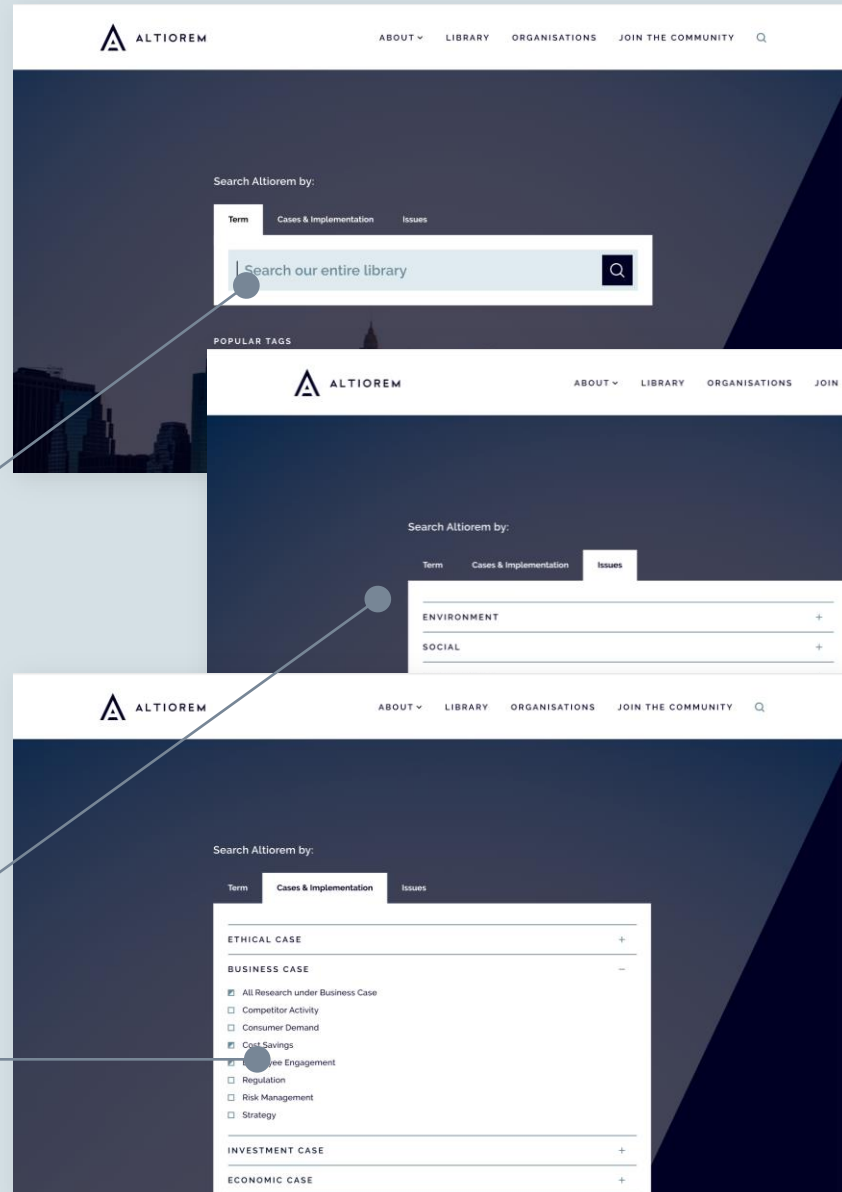


## Find the right information

Free access to a curated library of research and tools which links content to the case and means for change.

Search by term,  
cases, implementation,  
or issue.

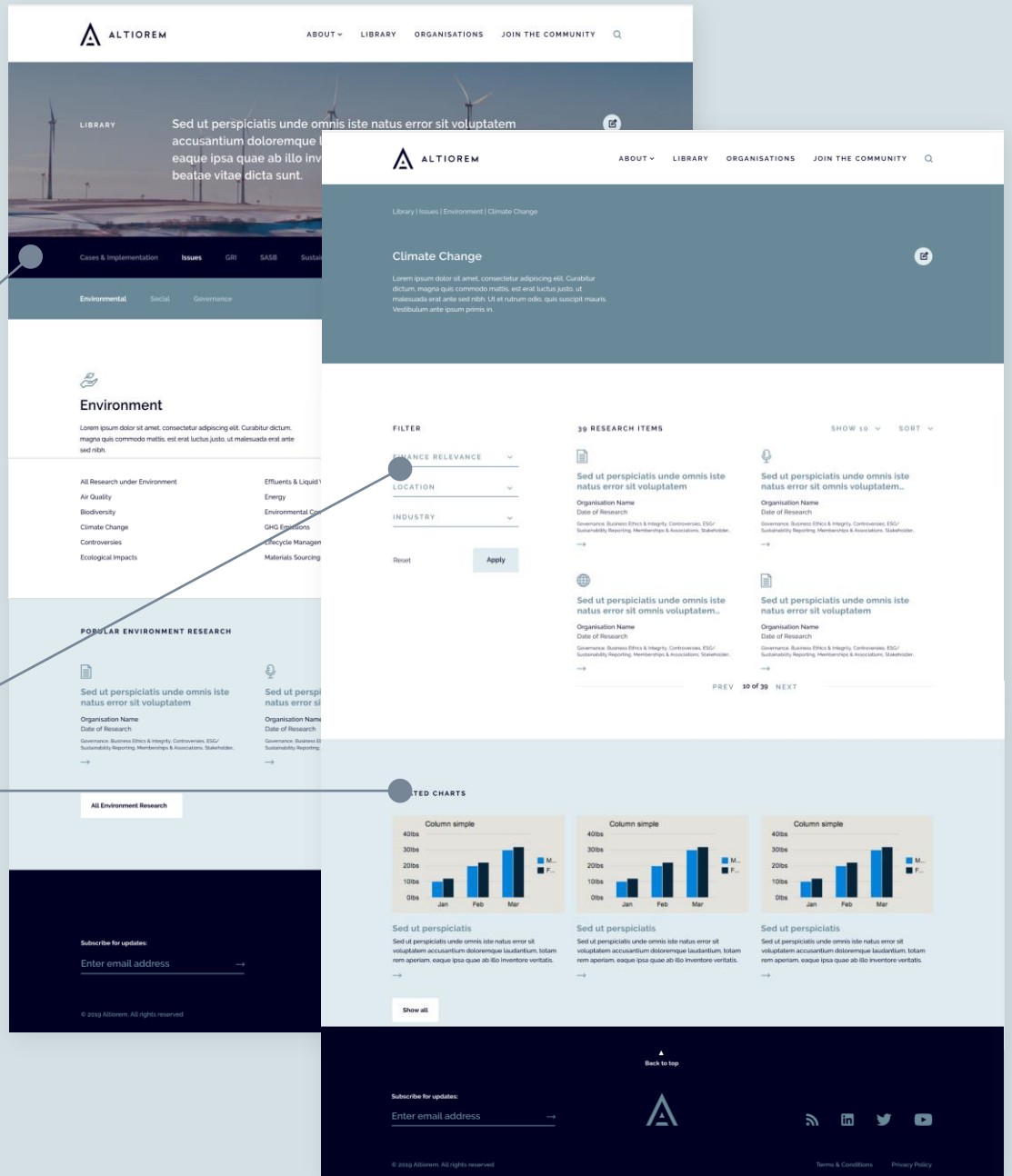
Case, implementation  
and issue searches use  
expandable lists and allow  
multiple selections





Intuitive tab based library allows users to quickly shift between categories.

Filter search results. Directly access charts and quotes.





## Build the case for change

Tools including a chart and quote bank and insights from experts will help users advocate more effectively.



## Contribute to Altioirem

The community suggests new content, rates existing content and promotes Altioirem to others to join, grow and improve the library.

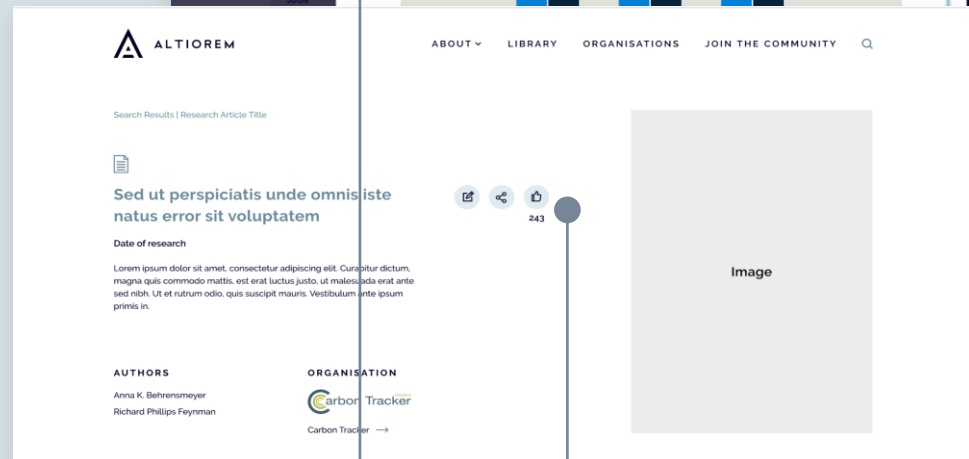
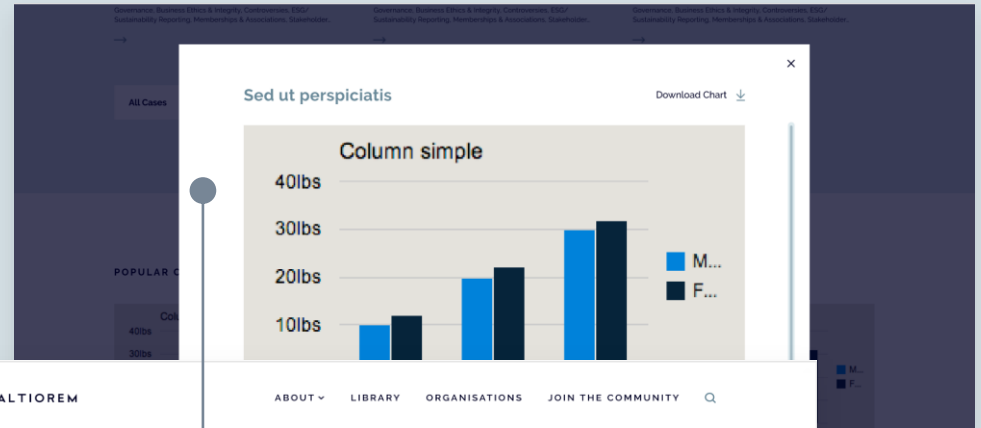


Chart and quote bank available across the site.

Suggest, share and rate opportunities across the site.



## Connect with the community

Email updates, alerts and groups on established social networks allow the community to stay connected and informed.

Altioirem users will be able to save and subscribe from a dedicated user area.

Altioirem will leverage existing social networks to connect and engage users.

The image displays two screenshots of the Altioirem platform. The top screenshot is the 'Join the Altioirem community' registration form, which includes fields for First Name, Last Name, Email Address, and Country, along with checkboxes for Terms & Conditions and Privacy Policy. The bottom screenshot is the Altioirem LinkedIn profile page, showing the company's name, mission statement, and a list of community hashtags. A line connects the text 'Altioirem users will be able to save and subscribe from a dedicated user area.' to the 'Subscribe for updates' section of the website form. Another line connects the text 'Altioirem will leverage existing social networks to connect and engage users.' to the LinkedIn profile page.

## The Altioirem path to financial sustainability



Since being established in February 2019, the Altioirem team have:

1. Attracted AU\$155,000 in seed funding
2. Established a corporate structure with all relevant registrations
3. Developed key governance and business policies
4. Appointed leading digital agency the Canvas Group to develop Altioirem's brand and website
5. Hired a part-time research manager and part time business manager
6. Developed an issues taxonomy, series of content templates and comprehensive training material
7. Developed Altioirem's scalable work-flow systems which offer flexible cloud-based work for contributors and mentors
8. Attracted 74 expressions of interest from students at the University of Technology Sydney, with (21 volunteers currently involved in testing)
9. Completed and approved website wireframes for phase one of Altioirem
10. Approved website design with the prototype website to be delivered in November 2019





## Altioirem needs to raise AU\$250k to fund activities through 2020:

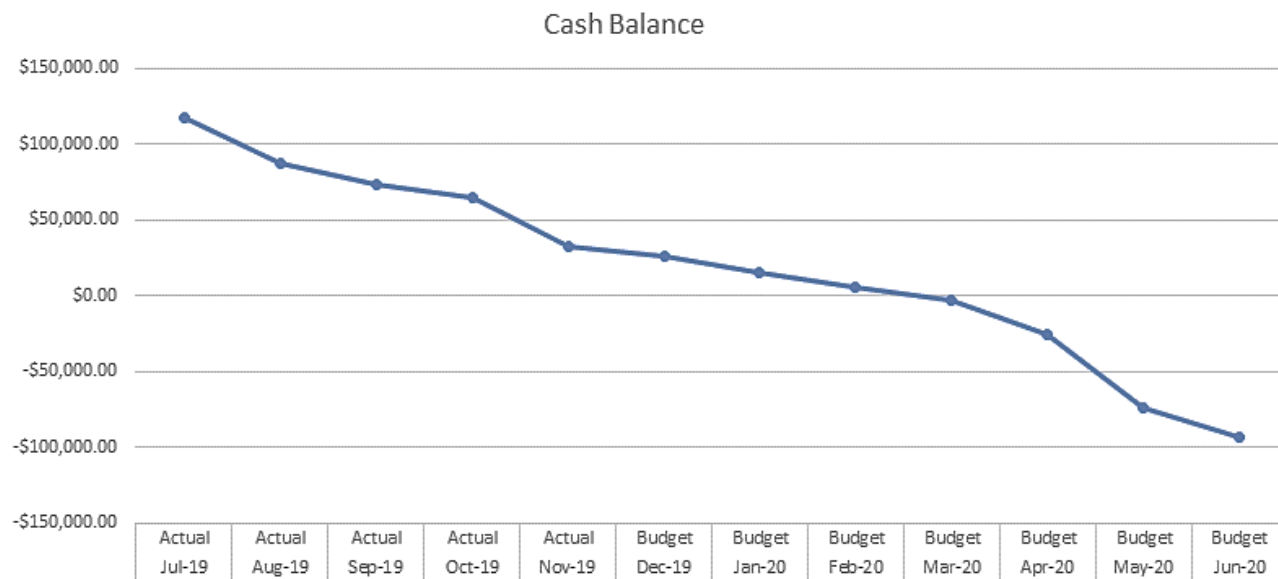
1. Additional site functionality:
  - A user area (where users can save articles and subscribe to content of interest)
  - Playlist functionality so that experts can recommend sets of content to resolve specific issues
2. Extend the existing part-time business manager position to full-time and hire an additional employee to administer the library workflow
3. Run online marketing campaigns when the site is launched
4. Rent office space (if required (currently donated))
5. Operating expenses (webhosting and systems )

Further funding will be required toward the end of 2020 to fund:

1. Web development for paid webinars and ebook sales
2. Hiring a content and events manager

Costs will be dependent on the scope and functionality of the initial website and the extent of marketing campaigns to promote it to users and prospective volunteers.





**Altioirem raised \$155k in early 2019 and has used those funds to hire two part time employees (business manager and research manager) and build the website infrastructure.**

Altioirem costs AU\$10k a month to run, most of which is staff. Post April 2020, the budget includes expenses for further website development, hiring a workflow administrator, marketing and office space, all dependent on raising funds. Altioirem can continue to operate and launch without these expenses but will take longer to scale and will operate with higher operational risks.

Altioirem will exhaust funding in March 2020. Altioirem's founder has provided guarantees over the solvency of the organisation.

## Altioirem will launch a beta-version in early 2020.

### Key milestones for the first half 2020:

- Prototype website finalised
- Establish relationships with six universities
- Finetune workflow and onboarding processes
- Expand Contributor network to 400
- Expand Mentor network to 100
- Complete 300 content summaries for the library
- Marketing campaign
- Cross-promotional agreements with key sustainable finance organisations
- Raise additional \$250k funding





## Donating

We need to raise a further \$250k to build a quality library and resource centre.



## Volunteering

We will need people to help build out the library content and provide other services.



## Networking

Connect and promote us to your network.



## Ideas & Feedback

We are learning as we go, tell us what you think, engage with us.  
We'd love to hear from you!

For further information please contact:

Pablo Berrutti  
[pablo@altioem.org](mailto:pablo@altioem.org)  
+61 423 304 744

Altioem is eternally grateful to:

The Alerce Trust and Alistair Thompson for their generous  
seed funding and belief in the project

MinterEllison lawyers for pro-bono legal support

Canvas Group for discounted web development

Responsible Investment Association of Australasia for  
donation of office space

The many volunteers and advisors who have contributed to  
Altioem to date, particularly Charlie Wapshott and  
Jacinda Manettas



**ALTIOEM**

Altioem to launch  
in early 2020