

# FAMILY OFFICE INVESTOR

ISSUE 15



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## FAMILY OFFICE INVESTOR

BUPA Private Client in Monaco

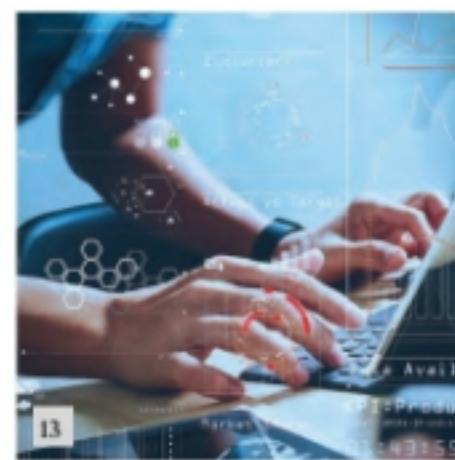
This Is IT interview - Tecnomare

Super Yacht Management

Oryzon Fund

Sustainable Investor

Luxury Travel



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# Private Client by BUPA

MORE THAN HEALTHCARE  
THIS IS LIFECARE

OUR MOST EXTENSIVE WORLDWIDE PROTECTION.

## Interview with Mr Conor Heery - GM Bupa Global – Europe GM

Who are Bupa Global and what kind of health services do you offer internationally?

Bupa Global is the premium health insurance arm of Bupa. Established in 1971, we provide individuals, small business and corporate customers international coverage with products and services so they can access the healthcare they need, when they need it, whether at home or when studying, living, traveling or working abroad.

With a multilingual team of advisers, Bupa Global serves customers across the globe and can provide access to approx. 1.7m medical providers on a direct settlement basis. Our offices are in London and Brighton (UK), Dublin (Ireland), Miami and Philadelphia (U.S. – GeoBlue), Cairo (Egypt), Dubai (UAE), and Honk Kong as well as regional offices in Singapore.



#### Why did Bupa Global develop the Private Client by Bupa offering?

For over 50 years, Bupa Global has specialised in premium healthcare solutions. As the needs of our customers grow and change, so has what we offer.

According to the 2022 World Wealth Report by Capgemini, wealth has significantly increased globally over the past few years, with the global HNW population up 7.8 per cent last year, the Capgemini report states, now hovering at around 22.5 million.

A new generation of high-net-worth individuals (HNWIs) means a changing shift in behaviours, purchasing habits, values, and lifestyles. This new generation of HNWIs now also places increasing importance on experiences and time-saving services, demanding one-stop solutions that enable them to live life to the fullest. They also care deeply about social impact, security, privacy, and exclusivity. Born out of the Covid-19 pandemic, there has also been a heightened awareness around health and wellness, with people now spending more on their health and wellness than ever before.

HNWIs often need tailored, personalised services that meet their unique needs, from dedicated financial advisors to concierge services that support peace of mind that their health is in safe hands. The world's most affluent are increasingly aware of the importance of health spans, not just life spans. Individuals not only want to live longer, but they want to ensure that more years are spent in good health, enabling them to make the most of life.

This is where Private Client by Bupa with private Lifecare Concierge services come into play

Concierge services enable individuals to take a preventive approach to healthcare, organising everything from regular health checks to routine screenings, scans, and complementary therapies.

This holistic approach can help to prevent ill health in the first place, enabling individuals to live life to the fullest. And, when ill health does strike, dedicated concierge services can help source expert medical professionals to put members back on the path to good health as quickly as possible.

#### Why did Bupa Global choose Monaco as a new market?

As Monaco has over 14,000 HNWI's, we believe that our Private Client by Bupa service along with the Ultimate health plan is a natural fit for this audience, offering the very highest level of benefits, together with a concierge service. We believe there's strong demand for our Private Client by Bupa offering, which provides extensive health cover where our focus is on prevention, intervention and lifestyle. Bupa Global have worked closely with the local authorities in Monaco to extend our French licence to compliantly sell our international private medical insurance policies, with a focus on the highest Ultimate plan. We are now in a unique position to sell our plans to both Monegasque nationals as well as expats residing in Monaco.

#### How does Private Client by Bupa differ from a local health insurance offering?

With Private Client by Bupa, our customers can access one of the largest network of healthcare providers worldwide, utilising both the Blue Cross Blue Shield network in the U.S. and Bupa's network outside the U.S. In addition, our team of advisers are available to provide telephone support in multiple languages at any time of day or night.

Additionally, we believe that past medical issues shouldn't prevent customers from accessing private healthcare, which is why we cover some pre-existing medical conditions, subject to underwriting. We also believe that mental health and wellbeing are as important as physical health. To support this, both annual and monetary limits across our plans are the same for mental health treatment as well as physical health treatment.

What's more, we continue to be shareholder-free, so that we can reinvest profits back into the business for the benefit and future of our customers. It inspires us to improve our services to our customers and provide them with access to the best care.

## **What would HNW customers in Monaco be entitled to by joining Private Client by Bupa?**

With Private Client by Bupa, our customers (or their representatives) will have access to their very own Lifecare Concierge Manager who will act as their single point of contact to help them proactively manage their health journey and get the most from their health cover.

This includes managing routine healthcare appointments, handling claims, organising vaccinations and wellness treatments when they travel, and co-ordinating emergency medical care as required.

This is an approach to healthcare designed specifically for our customers and their family's lifestyles, helping to bring them peace of mind.

Some of the outstanding benefits include:

### **WORLDWIDE PROTECTION FOR THE WHOLE FAMILY**

To give our customers peace of mind that comes from knowing that they and their family have access to leading international medical specialists, wherever they are in the world.

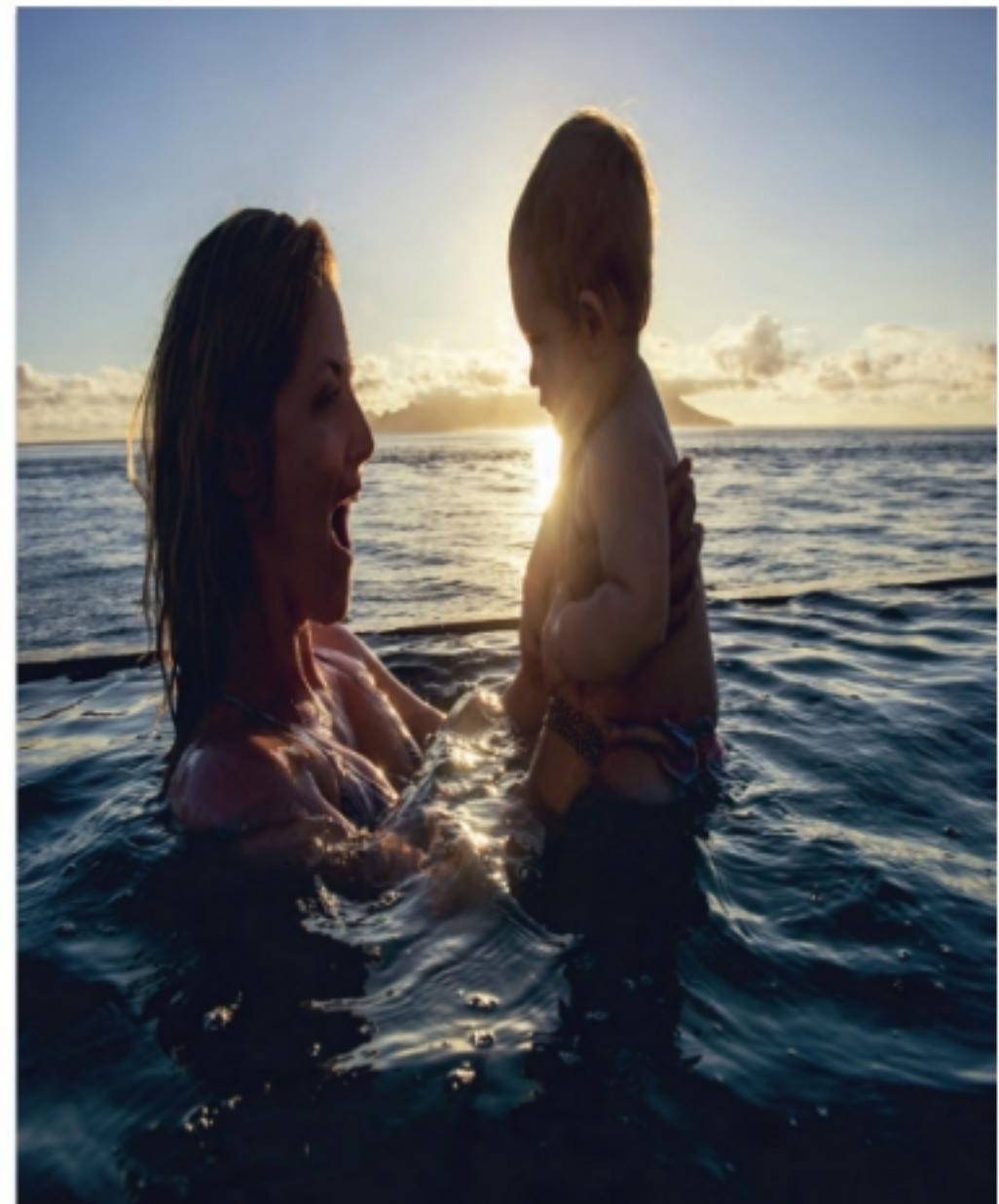
Lifecare means providing even deeper peace of mind, by also ensuring truly premium healthcare for our customers' children, with the same level of award-winning cover. The policy includes cover for two children up to the age of 16 at no additional cost, subject to underwriting.

### **DESIGNED TO BE USED**

As well as knowing that claiming on the plan will not increase individual premiums, our customers will be encouraged to make the most of an exceptional suite of complementary and preventive therapies, designed for their lifestyle and preferences.

### **COMPLEMENTARY THERAPIES**

It's only lifecare when total wellbeing is taken care of. So, as well as exceptional health benefits – such as genetic cancer screening (subject to eligibility criteria), refractive eye surgery and rehabilitation in a private health resort following serious illnesses – Private Client by Bupa also curates a suite of complementary therapies, including acupuncture and reflexology.



### **How would Monaco HNWIs access the health plan and use all the available benefits?**

Our Lifecare Concierge team are well placed to answer any questions on how to access the best medical care locally in Monaco or elsewhere, and would be able to help guide and support our customers on their journey to find the best treatment.

### **How do I join Private Client by Bupa?**

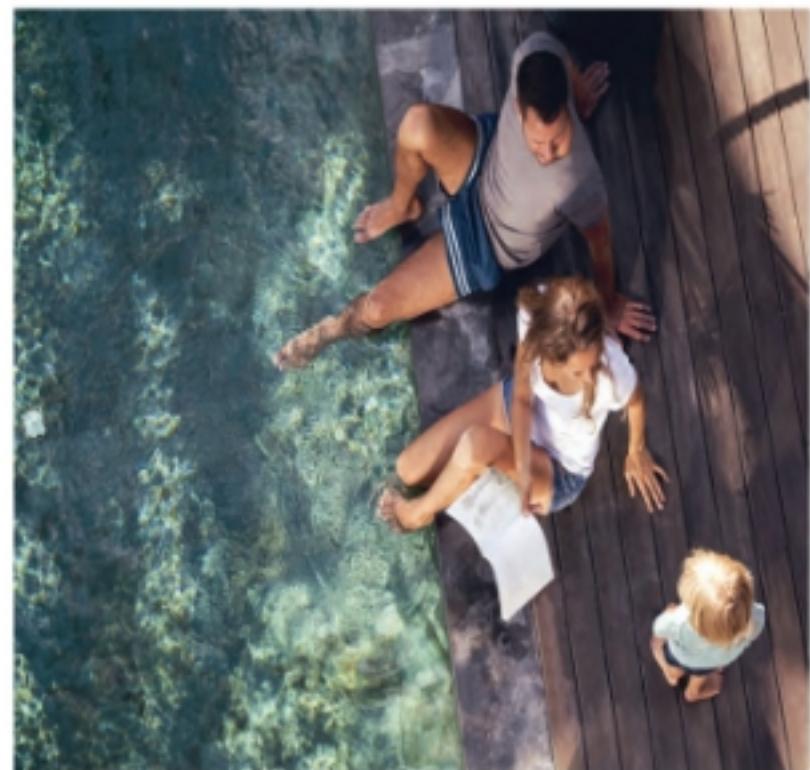
For more information about Private Client by Bupa or for a personalised quote, prospective customers or their representatives can contact our dedicated sales team by calling +353 1 761 7340 or visit [bupaprivateclient.com/en/europe](http://bupaprivateclient.com/en/europe).

Alternatively, you can also access our products and services through local insurance intermediaries.

**Conor Heery**

**GM Bupa Global – Europe GM**

Conor joined Bupa in July 2018 and lead the establishment of Bupa Global DAC (BG DAC) as Bupa's response to Brexit, to enable Bupa to continue underwriting IPMI across Europe (ex-Switzerland); completing the licencing process in late 2018 and operationalising the company for go-live in early 2019. BG DAC is headquartered in Ireland, with regulated branches in the Netherlands and Malta



Private Client by Bupa is a concierge service providing expertly curated health and wellbeing for the Ultimate Global Health Plan insured by Bupa Global.

### **APPLY NOW TO BECOME A BUPA PRIVATE CLIENT**

For more information about Private Client by Bupa or for a personalised quote, please contact our dedicated team.  
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**Conor Heery**



## This Is It

Giovanni Costantino - Innovation and dedication for  
Yacht Owners

The 750GT vessel, which measures 43.5 meters in length and 14.5 meters in width, will make its world premiere at the Monaco Yacht Show next week, which takes place 27-30 September 2023 in Port Hercule.

**Interview with Giovanni Costantino, founder and CEO of The Italian Sea Group**

**Is "This is It" the owner's first yacht?**

Mr. Tasos Papanastasiou has owned other yachts in the past focusing always on unique features that will captivate anyone who sees them. He is always passionate about designing new projects giving a lot of attention to performance , comfort leaving and captivating looks.

**Why did the owner decide to have a catamaran built?**

The owner wanted to build one of the biggest motor catamarans worldwide knowing that this type of yacht would dominate the market in the next few years. A catamaran has a large beam (approx. 1.5\* a regular yacht) giving the opportunity of building luxurious and very spacious areas offering the highest standards of comfort and facilitation. It is the love that the owner has in yachting that inspired him with this idea and design, an idea of a yacht should look in order to satisfy all his needs and desires.

**Why did the owner trust The Italian Sea Group with the building?**

Mr. Tasos Papanastasiou knew that TISG would understand in details his inspiration , providing him with additional touches and ideas. TISG is a group that loves challenges and is inspired by anything unique. Passion, attention to detail, refined style and cutting-edge design, tradition, know-how and craftsmanship, enthusiasm, dedication to perfection, creativity and professionalism; are the values that lead TISG to develop and build unique yachts so well appreciated all over the world, a fine example of EXCELLENCE and MADE IN ITALY.

**What triggered the spaceship design like, any specific passion from the owner?**

The owner is considered as one of the best online marketers in the world. Therefore the concept of designing futuristic products (like a spaceship) that will conquer the market and people's attention is part of his everyday life. The name THIS IS IT explains every detail the owner wanted to express by building this yacht and its unique appearance.



**There are some rare materials involved in the interior design, can you let us know why/how they were chosen?**

The interiors mood can be defined as "sporty luxury", according to the exteriors lines. The style is precise, well defined and organically applied to the whole, which thus becomes a single whole, becoming a luxurious and very cool shell, always without missing elegance and refinement. The key point is the contrast between smooth finishes, such as leathers and Alcantara, and more material ones such as metallic surfaces and sculptural volumes. Noble metals are a strong theme in these interiors: bronze, platinum and gold are used to enhance the luxury feel contrasting the softness of the neutral colour palette. The materials used are the result of a careful research and a great craftsmanship, that was necessary for their creation and application on complex surfaces and detailing. Sophistication comes more from substance than decoration, the value is inherent in the used materials themselves.

**When will This is It be available for charter?**

THIS IS IT will be available for charter from April 2024



**Please list the amenities the charterer will enjoy on board.**

This Is It is a luxurious yacht with all the amenities needed to satisfy the most demanding clients. Floor-to-ceiling glass provides light and a futuristic look. Indoor and outdoor spaces flow effortlessly from one to the other, enhancing the feeling of space and providing an opportunity for all guests to enjoy all areas of the yacht without losing the feeling of being outside. She features a wellness area with a spa and a massage room where someone can enjoy a relaxing massage while watching the beautiful sea from a huge glass window. She also has an outdoor Jacuzzi, a cinema under the stars, an amazing bar with a well-trained crew providing all drink preferences, and spacious cabins with en-suites and clever storage solutions. The spectacular owner's suite features a large skylight with an extraordinary height of 3.3 meters, a superb panoramic terrace, and a unique vertical garden that spans two decks, giving the feeling of being in a seaside villa. The yacht will offer all the latest toys, including sea-bobs and jet skis. A 15-meter chasing rib by Technohull will provide guests a second place to party, relax or use as a transportation rib. This Is It also includes a 6-meter rescue rib by Castoldi

**Anything else you'd like to add?**

THIS IS IT is a fully custom motor catamaran providing memorable experiences to anyone who charters her. From the crew to the amenities and toys, the owner has carefully chosen each detail to satisfy every desire. The WOW effect prevails to anyone who sees her making her the most desirable yacht to have.

<http://thisisyacht.com/>

The Italian Sea Group S.p.A.

Viale Cristoforo Colombo, 4 bis - 54033 Marina Di Carrara (MS) Italy



## TOWN IN THE MAKING, LUŠTICA BAY, PRESENTS MONTENEGRO'S FIRST GOLF RESIDENCES: THE PEAKS

In the heart of Luštica Bay this prime real estate offering is set to redefine tourism in Montenegro



Luštica Bay, Montenegro, 31st May 2023: Luštica Bay, the emerging town in the making in Montenegro, developed by the renowned international developer, Orascom Development Holding (ODH), proudly introduces the country's first golf course and residences, The Peaks.

The project signifies the introduction of the Adriatic coast's first 18-hole course and beautifully-designed residences, positioning Montenegro as an upcoming world-class golfing destination. The project offers an unparalleled investment opportunity, set to build on the country's 1.15 billion euros of foreign investment in 2022.

The Peaks, designed by the internationally acclaimed architects, Block722, in collaboration with local design architecture firm NRA Atelier, showcases stunning architecture that seamlessly blends authentic Mediterranean influences with modern amenities. Drawing inspiration from the architecture of the region's traditional fishing villages, the architecture exudes charm and elegance, providing residents with contemporary comforts.

Darren Turner, Director of Development at Luštica Bay says, "We are excited to introduce The Peaks, an exceptional property offer that represents a significant investment opportunity in an unparalleled majestic location. As the country's first golf residences, The Peaks will not only elevate the living experience but will also reinforce Montenegro as a premier luxury destination."





Turner further emphasized, "With its remarkable contemporary coastal Adriatic architectural design and stunning views, *The Peaks* offers a unique opportunity for investors seeking to capitalise on Montenegro's thriving real estate market. The project's strategic location, combined with the strong capital appreciation of Montenegrin property, distinguishes *The Peaks* as a compelling choice for discerning investors looking for exceptional returns and long-term growth potential all whilst enjoying the outstanding amenities of our growing luxury destination."

Botanika, the first neighbourhood within *The Peaks*, features a collection of apartments, townhouses, and villas. The location of Botanika ensures privacy and seclusion whilst offering proximity to Centrale, Luštica Bay's vibrant town centre. Surrounded by lush greenery and breath-taking views, Botanika epitomises tranquillity and serenity.

With its elevated position between Boka Bay and the Adriatic Sea, *The Peaks'* 18-hole golf course boasts an unrivalled setting with picturesque vistas in every direction. Designed by the esteemed Gary Player Design, who are renowned for their ecological approach, the course seamlessly blends with its natural surroundings, creating a harmonious fusion between nature and sport. Each hole has been thoughtfully crafted to maximise the beauty of the landscape, providing golfers with a unique and unforgettable experience. This launch marks a significant milestone in the region's high-end real estate and tourism landscape. With its impeccable design, world-class amenities, and prime location, *The Peaks* sets a new standard of excellence and positions Montenegro as a sought-after investment destination. As Luštica Bay continues to redefine the Adriatic coast, we invite investors and enthusiasts alike to seize the unparalleled opportunities offered by *The Peaks*, where opulence, natural beauty, and investment potential converge in perfect harmony.





## Navigating the Luxury Yacht Market

At some point in their wealth journey, many ultra-high-net-worth individuals and families often consider expanding and diversifying their portfolios to include luxury and non-standard assets.

For some, this might mean investing in art collections, antiquities, jewelry – even fine wine which, traditionally considered more of a niche' investment, is increasingly becoming a mainstream alternative asset.

For those looking to gratify an adventurous spirit, however, the addition of a yacht to an investment portfolio provides an unparalleled opportunity to explore vast oceans and hidden paradises, coupled with the satisfaction of owning a remarkable, tangible asset.

In fact, recent forecasts show it is full steam ahead for the luxury yacht market, with global luxury yacht market revenue expected to be worth USD 8,812.4 million by the end of 2023, and an enormous USD 19,924.7 million by 2033.

### Streamlining the process

It isn't all plain sailing, though. Owning an impressive and significant luxury asset such as a yacht comes too with commensurate administrative, legal and financial considerations.

The administrative demands of yacht management can be a burdensome tether to those searching for the freedom of the open ocean, and engaging the services of a yacht management provider will be an essential first step when purchasing a vessel.

Vessel registration procedures, flagging, maritime regulations and tax implications (to name a few) can vary enormously between jurisdictions and the management services provider can help tailor the approach as appropriate to the chosen location.

Put simply, an appropriate yacht management expert will free up the owner to enjoy their investment, including taking on responsibility for Day to day' operational requirements such as crew staffing, recruitment and visa applications, pay and logistical coordination.

### Location, location, location...

As outlined above, the jurisdiction in which the vessel is registered can have huge legal, financial and operational implications and there are a number of factors that need to be taken into account.

Firstly, each flag state will have its own set of maritime laws and regulations and it is important to make sure these align with the intended use of the vessel. Choosing a politically stable country with a long-standing reputation of maritime excellence – such as Cayman, for instance – can be of enormous value both financially and practically, depending on the intended use of the yacht.

It is also prudent to seek advice on the varying tax requirements and implications including VAT, import duties, annual tax etc... as some jurisdictions will offer far more favorable tax conditions. Yacht owners and their advisers should also look to answer questions such as how easy the yacht registration process is in their chosen jurisdiction, whether there are any specific crew requirements imposed in that country, how easy it is to take out an insurance policy on a vessel registered under a particular flag etc.

The above are just a few of the vitally important considerations to evaluate before making a decision, but the full list of crosschecks is extensive. Even the size of the vessel will influence where a yacht can be registered – in some countries larger yachts may need to comply with additional safety and certification requirements. Longer vessels may also be prevented from docking in certain cities as was seen recently with Naples introducing a strict 75 meter length limit for yachts looking to dock in Italy's third-largest city, to the chagrin of many wealthy owners.

#### **Ownership structures: charting the right course**

The ownership structure of the yacht is another important aspect to get right. Holding the yacht in an appropriate legal structure – such as a trust – can provide significant benefits as compared to owning the vessel as an individual.

Trusts, for instance, have evolved as an estate-planning tool that can help families build and preserve generational wealth (and help break the so-called "shirtsleeves to shirtsleeves" curse).

Placing the yacht in a trust can make it much simpler to establish clear instructions for the management and transfer of the vessel to beneficiaries after the owner's passing. A proactive approach to estate planning can help avoid potential disputes among family members later down the line, and help ensure the continued upkeep and enjoyment of the yacht.

Assets transferred to a trust are also (depending on the type of trust) no longer considered to form part of the settlor's property. The trust acts as a separate legal entity, ring-fencing the yacht's ownership from the personal and business liabilities of the owner. Placing a yacht in a trust can therefore provide an enhanced level of asset protection, reducing the risk of the vessel being seized – including as a result of a contentious legal scenario such as bankruptcy or divorce.

Engaging the appropriate advisors early on in the acquisition process and seeking counsel on the most effective structure for holding assets according to individual requirements and preferences is crucial when looking at purchasing any luxury asset, especially a yacht.

At Saffery, we offer a comprehensive range of services for luxury yachts. Whether you are a yacht owner, captain, family office, technical manager, financier, or an industry professional, our team will deliver timely and bespoke solutions to help protect and make the most of these luxury assets.



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## Bitcashier: Revolutionizing the Super Yacht Industry with Crypto Payments



In the ever-evolving landscape of the super yacht industry, Bitcashier has emerged as a pioneering force, revolutionizing the way transactions are conducted and reshaping the future of luxury yacht ownership. With its innovative crypto payment solutions, Bitcashier is empowering owners, charterers, and industry professionals to embrace the benefits of digital currencies and unlock new possibilities in the world of super yachts.

As a leading cryptocurrency payment platform, Bitcashier offers a secure, fast, and efficient way to transact using digital currencies. By leveraging blockchain technology, Bitcashier ensures transparency, immutability, and enhanced security, providing a seamless payment experience for yacht owners, brokers, and service providers. With the growing adoption of cryptocurrencies worldwide, Bitcashier is at the forefront of bridging the gap between traditional luxury markets and the digital age.



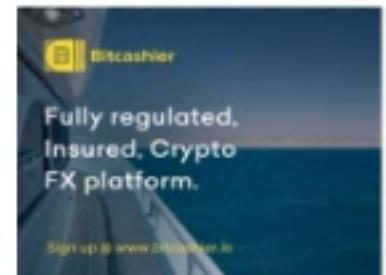
One of the key advantages of using Bitcashier within the super yacht industry is the elimination of traditional banking barriers. With traditional financial institutions often posing challenges in cross-border transactions, Bitcashier provides a global payment solution that bypasses these limitations. Yacht owners and charterers can now engage in transactions with ease, regardless of their geographical location, simplifying the process and enhancing accessibility.



Bitcashier's integration into the super yacht industry extends beyond payment solutions. The platform offers a range of services tailored specifically to the needs of yacht owners, charterers, and industry professionals. From seamless booking experiences to transparent financial management, Bitcashier streamlines operations and enhances efficiency across the board.



For yacht owners, Bitcashier offers a secure and convenient platform to manage their assets. Owners can easily track and monitor their yacht-related expenses, seamlessly settle bills, and maintain a comprehensive financial overview through the platform's user-friendly interface. The integration of cryptocurrency payments ensures swift and efficient transactions, reducing the complexities typically associated with traditional payment methods.



Charterers, on the other hand, benefit from Bitcashier's user-centric approach to bookings. With a wide range of luxury super yachts available, charterers can explore and select their preferred vessels directly through the platform. The integration of crypto payments provides a hassle-free booking experience, eliminating the need for cumbersome wire transfers or lengthy payment processes. Charterers can now secure their dream yacht with a few simple clicks, enjoying a seamless journey from inquiry to embarkation.

Within the industry, Bitcashier has established strategic partnerships with key players, including yacht brokers and service providers. This collaboration enables yacht brokers to expand their client base, attracting crypto-savvy individuals who seek convenient and secure payment options. Service providers, such as marinas, maintenance companies, and concierge services, can also leverage Bitcashier to streamline their operations, enhance customer experiences, and embrace the digital transformation taking place in the industry.

The impact of Bitcashier on the super yacht industry extends beyond transactions and financial management. As digital currencies gain broader acceptance, Bitcashier is leading the charge in embracing crypto donations and philanthropic endeavors. By enabling cryptocurrency donations, Bitcashier empowers yacht owners and industry professionals to contribute to charitable causes with ease and transparency. This integration of crypto philanthropy creates a positive social impact within the super yacht community, fostering a culture of giving back and making a difference.

Bitcashier's commitment to the super yacht industry goes hand in hand with its dedication to innovation and excellence. By continuously advancing its technology and expanding its services, Bitcashier aims to shape the future of luxury yacht ownership, chartering, and operations. As the industry evolves, Bitcashier will remain at the forefront, driving progress, and fostering a seamless integration of cryptocurrencies within the super yacht ecosystem.

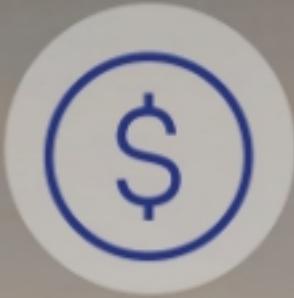
In conclusion, Bitcashier's impact on the super yacht industry is undeniable. With its cutting-edge crypto payment solutions, the platform empowers owners, charterers, and industry professionals to embrace the benefits of digital currencies, streamline transactions, and enhance overall experiences. By bridging the gap between traditional luxury markets and the digital age, Bitcashier is revolutionizing the way the super yacht industry operates, paving the way for a future where crypto payments and luxury yachts coexist harmoniously.



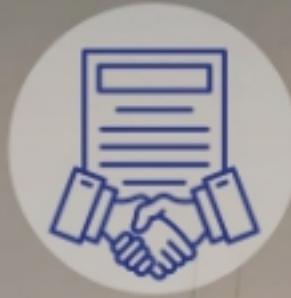
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Agreements



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Devoted committees  
defending strong **values**



Active network of more  
than **170 members**



Support & development of  
EU legislation

Investor Media •

# SUSTAINABLE INVESTOR

VOL. 1 | MAY 2023

## FUNDING INNOVATION

Using carbon to set up  
enhanced gains

## TRENDS IN RETAIL & HOSPITALITY

Keeping up with eco-  
conscious consumers

## OPINION, TIPS & ADVICE

From leading figures at the  
cutting edge of the sector

# Editor's Note

After a long time in the works, I am delighted to present the first issue of Sustainable Investor.

In fact, it is something we looked at pre-pandemic but it does now more feel more relevant than ever.

A constantly evolving area - needing its own dedicated outlet, an unique single focus on sustainability for this marketplace.

The focus is not new to this magazine group. Investor Media has led a principled stance, working with the Blue Marine Foundation amongst many other charitable causes

This is why we feel we are well-placed to address significant skepticism from the wealth industry in general, partly due to bad actors in the sector. Rather than dwell on often a luddite view of social responsibility, we want to demonstrate the tying of sustainability to growth.

Our content is split to highlight both new products in the market as well as opinions from thought leaders.

I do hope you enjoy



**James Palmer**  
Editor-in-Chief

**A. C. Bart**  
Writer

# IS THERE CREDIT IN CARBON REMOVAL?

Words: Priya Gulani

CEO, EarthID

Decentralised Identity

[www.myearth.id](http://www.myearth.id)

Organisations continue to pledge to help stop climate change by reducing their greenhouse-gas emissions.

Yet, many firms find they cannot entirely eliminate their emissions or even decrease them as quickly as they would prefer. The challenge is particularly tough for organisations aiming to achieve net-zero emissions, which means eliminating as much greenhouse gas from the air as they put into it. For many, it is necessary to use carbon credits to offset emissions they can't reduce by other means.

Given the burgeoning demand for carbon credits ensuing from the global efforts to reduce greenhouse gas emissions, it's evident that the world needs voluntary carbon markets (VCM) where companies can buy and sell carbon credits. These are used to offset their emissions, by reducing the number of harmful gases released into the atmosphere.

The voluntary carbon market (VCM) has a huge trust problem. The quality and effectiveness of the existing carbon credit supply are drawing widespread skepticism. Since its inception, the VCM has existed without a unifying standard for quality or mutually agreed-upon accounting principles. Without these measures, multiple certifying alternatives have crowded the market, and carbon credit buyers often fail to differentiate signal from noise. The lack of transparency has implications for the credibility of climate benefit claims.

Given the looming climate catastrophe, trust and transparency will become even more critical to the VCM; as the world looks to dramatically accelerate climate action and scale open markets for carbon products. The question is: What role can blockchain technology play within it?

Technology plays a significant role throughout the voluntary carbon markets: in generating offset projects, digital transactions of carbon credits, and visual displays of the positive impacts produced by carbon finance. There is promise in blockchain's ability to build greater trust and transparency in a space clouded by unclear standards and systems for defining quality credits. Blockchain can help distinguish across a spectrum of quality by making information transparent and uniquely suited to compare apples to oranges, a significant benefit of addressing the supply scarcity problem.



## THERE IS PROMISE IN BLOCKCHAIN'S ABILITY TO BUILD GREATER TRUST



Carbon offset credits, certificates representing the removal or avoidance of greenhouse gas emissions, are traded on the voluntary carbon markets between project developers, intermediaries and end buyers. Verifying actors involved in the voluntary carbon standards could aid the expansion of the voluntary market whilst ensuring offset integrity.

Decentralised identity in VCM, or decentralised identifiers (DID), refers to a system where individuals and entities can control and manage their identity information without relying on a centralised authority or intermediaries. In the context of voluntary carbon markets (VCM), decentralised identity can increase transparency, accountability, and trust in the market by allowing participants to verify the identity and credentials of other participants, without relying on a centralised third party.

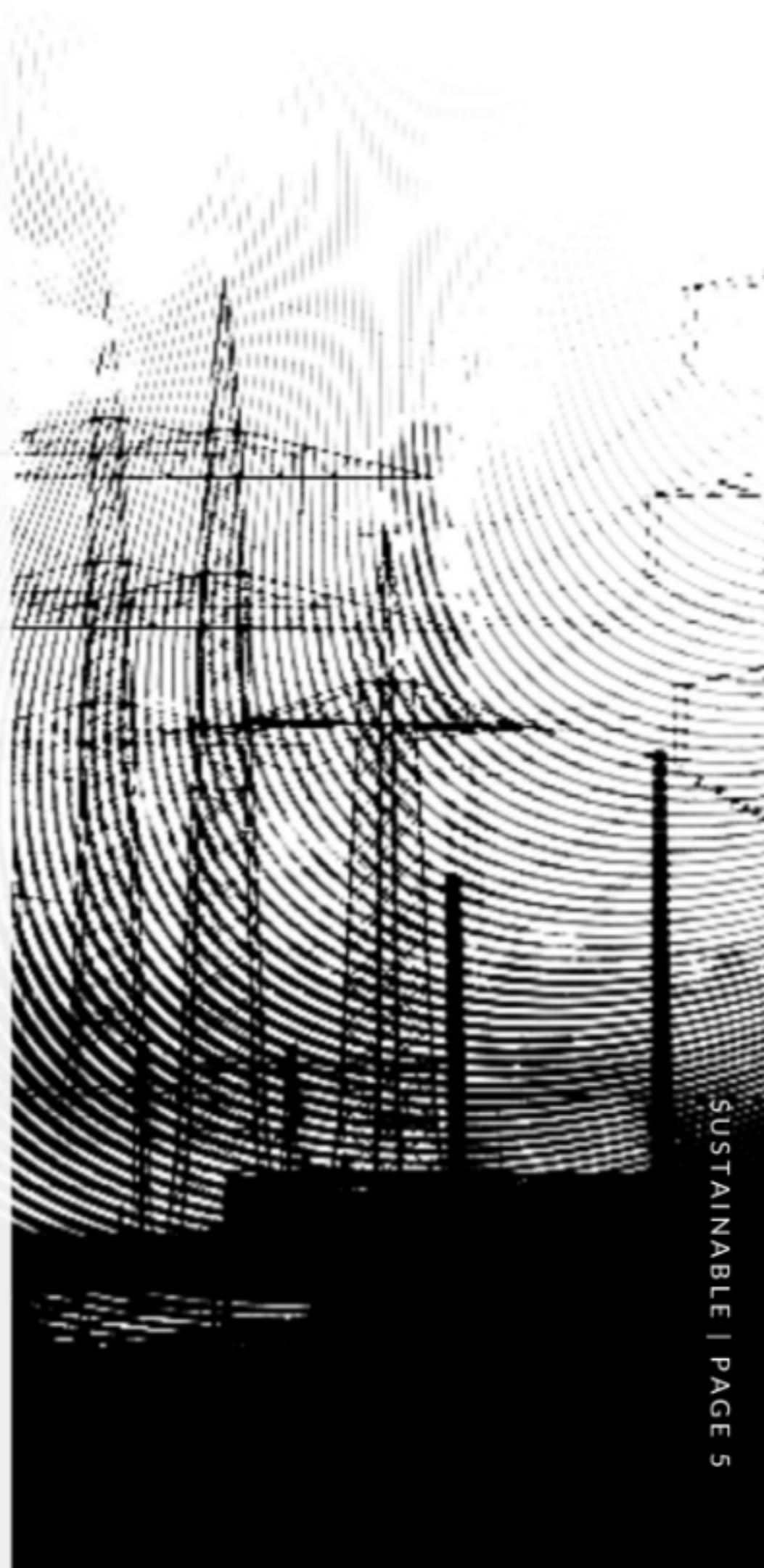
Also, carbon offset credits and certificates issued as verifiable credentials, viz. tamper-proof, machine-readable and revocable certifications will promise the quality and efficacy of carbon credits.

Decentralised identity facilitates the tracking and verification of carbon credits traded between participants in the market. By creating a tamper-proof digital identity for each carbon credit, participants can verify the authenticity and ownership of the credits without relying on a centralised third party. This can reduce the risk of fraud and increase the transparency and efficiency of the market.

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REVOCABLE  
CERTIFICATIONS WILL  
PROMISE THE QUALITY AND  
EFFICACY OF CARBON  
CREDITS

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Decentralised Identity can help scale carbon markets while achieving compliance and interoperability. Compliance ensures that the on-chain carbon market doesn't develop in isolation from the traditional market.

Technology will always be integral in carbon trading, influencing how credits are generated and transacted and how the project benefits get demonstrated to relevant stakeholders. The current challenge is to gain consensus on standards and systems so that the entered data strengthens the integrity of the entire chain. The only way to address the climate emergency is to leverage the open participation and unbridled innovation within the climate tech space.

Unlocking the potential of decentralised identity will give rise to a revolutionary user-owner decentralised economy, enabling a more efficient market for reducing emissions, improving transparency and trust in climate finance processes, and incentivising actions that result in lowering Green House Gas (GHG) emissions.

Safety is the condition of a "steady state" of an organisation or place doing what it is supposed to do. "What it is supposed to do" is defined in terms of public codes and standards, associated architectural and engineering designs, corporate vision and mission statements, and operational plans and personnel policies. For any organisation, place, or function, large or small, safety is a normative concept. It complies with situation-specific definitions of what is expected and acceptable.

Using this definition, protection from a home's external threats and protection from its internal structural and equipment failures (see Meanings, above) are not two types of safety but rather two aspects of a home's steady state. Security is the process or means, physical or human, of delaying, preventing, and otherwise protecting against external or internal, defects, dangers, loss, criminals, and other individuals or actions that threaten, hinder or destroy an organisations "steady state," and deprive it of its intended purpose for being.

Using this generic definition of safety it is possible to specify the elements of a security program.



# Closing the joy gap

Founders Maxim Gelmann and Caroline Hobkinson sit down with former Disney employee Sura Al-Naimi to talk about the gamification of sustainability and how companies can benefit from the Stroodled audit while living your best life & mindful of the planet.

## Sura: What was the inspiration for its inception?

"I guess we can proudly say we're not pro hardcore eco warriors, like we're not Greta or David Attenborough. Nothing wrong with these guys but we want to buy stuff, experience life and have fun. I used to be a diver and like obviously I've seen that whole world changing, so my first product was a pasta straw. And then it was just like how easy and simple it can be. As you said, now, it's all doom and gloom, people are tired of it. They really suffer sustainability fatigue. Everyone feels that they are not big enough and that small changes won't matter. And I think this is then emphasized by the fact that only the big companies only talk about the big stuff."

"Because, if they talk about the small stuff, everyone's going to point out all the stuff they're doing wrong. There's lots of stereotypes, all negative undertones.

And that's why we partnered up, to change that and to bring some joy to the topic and some positivity. Yeah. But it started from a conversation because when I met Maxim, I really liked his energy. I liked the positivity and the idea that there is agency in the stuff we do. The pasta straws are emblematic of that, that feel good thing. It's like you could obviously argue why do you need to have this straw in the first place, but it's not about changing the way we drink, changing the habit, but slightly adapting it into a different world. As an anthropologist I really relate to this habit hacking.

By doing this, you become a broadcaster and adapter. By having these extraordinary experiences, you think I'm empowered, and I might then make other changes in my life. Because a lot of the communication is so negative and it feels like, oh, it doesn't make any difference anyway!



And do I wash the yogurt cup or not? The jury is still out but if I'm already doing this, let's make that so much fun that it becomes a real love mark, drenched with joy. And then I want to showcase it, because I feel good about it, I want to post about it. I want to tell my neighbour about it, a viral domino effect. You become an incubator about sustainability without having to be the most radical version of it, gluing yourself to the road, which is obviously, a wonderful way of expressing yourself, but I think a lot of us draw the line here. When it comes to the financial crisis, we realise it's not just a lifestyle choice. It's the cheaper choice, do I need to buy it in the first place or not? Often, we feel: We don't have time for this. Having worked with bigger companies, like Google, I was shocked by how the events are run.

Even when it comes to Google Earth Day, we produced countless goodie bags, with lots of non-recyclable, non-biodegradable items in there. The disconnect was so vast. So, I thought there's a huge market gap when it comes to events and companies. Obviously, you have ESG ratings, but it's more like: what is your mindset?

People hide behind those tangibles, like a carbon footprint, but no one bloody knows what a carbon footprint is! It's used as this excuse where you can pay someone else to offset it. We apply this bizarre Judeo-Christian worldview to it: I can be naughty, feel bad and guilty about it and can pay someone for the absolution of my sins.

But I think it doesn't really work in our modern times. No one does God in that way. Oh, I've been naughty, now I must buy myself out of that. As if we are living in a medieval monastery. We need a new mindset for our modern time! We are told constantly that we're worth it! It's all about fun and it's very experiential. We live in an experience society and not a service society anymore. And when we make those experiences extraordinary, they stay with us, we want to talk about them, and they have a lot of value. And that's why brands have a lot to offer. Using the language and the motivations that we already have inherently as humans, like joy as an encapsulation.

We are starting with a bespoke audit to help us finetune and modulate our parameters. We are giving a star system over to people. We investigated certain parameters we called them our 5 Ps. The 5 P's to living your best sustainable lives. People, Place, Product, Packaging, PR & Communication."



"In order to get the Stroodled ratings, we have to approve them. We are looking towards being an accredited trust mark, to reshape the perception of sustainability and more importantly, we shape the KPIs around that topic. We're trying to get away from the B Corps, I've overheard enough conversations where accountants are like, oh, let's put another bin here to get another five points. It's soulless tick boxing."

Maybe you are using orange peel to make marmalade, growing bees on the roof of your garden, putting on a scarf, encouraging your employees to wear a scarf, once a week and lower the temperature in your office by two degrees. The KPI needs to be how many people have you touched with your actions.

Back to Caroline's point earlier: you can still go get drunk but do it sustainably. We plant that touchpoint. Here in the UK, we have the hygiene rating, which hospitality businesses need to display. It's zero to five. Every business has that on their door. So, the idea is for it to be a Stroodled rating."

"But if you're doing this top heavy, like a lot of companies are doing people feel patronised. But use it well you are enabling your staff, shifting from an anthropological point of view, the mindset. It takes two weeks to change habitus. And then maybe let's have that in winter every Friday, you have a knit. A lunchtime knit together, a staff bonding moment. Everyone knits the scarf together and then every Friday the staff chooses to wear a lovely scarf and then you turn the thermostat down. Then it doesn't feel like a pretence to be green. They're greenwashing again. It must be permeating the whole company culture, that's what we are highlighting and looking at."

The whole company must fully immerse themselves in sustainability and then everyone believes in that. And then people are less disenfranchised and feel they are truly part of it. We looked at a lot at modern approaches to happiness and lifestyle. The idea of manifesting sustainability in your daily life, it's a joy factor, gamification. Everyone is talking about gamification and immersiveness, but I think when it comes to sustainability it's still very two dimensional.

That's why we developed our childlike approach of positive reinforcement. You want to read Shakespeare, you start with your ABCs and before you know it, you're reading Shakespeare. Baby steps, daily, every hour, every minute. So, you truly change your daily habits, and you have that true immersion daily.

Yeah. And it permeates your company culture, your structure, and anything you do."

Listen to the full podcast on Spotify.

Closing the Joy Gap: Conscious Consumerism & Sustainability with Maxim Gelmann and Caroline Hobkinson





Affiliated group

MONACO  
ECONOMIC  
BOARD

The **MONACO ECONOMIC BOARD (MEB)** is the organisation responsible for promoting the Principality's economy and businesses under the aegis of the Monaco Government. The MEB has two departments: the Monaco Chamber of Commerce supporting the development of Monegasque companies, and Monaco Invest seeking and accompanying foreign investors wishing to set up in Monaco.

For five days, Monaco is taken over by the Monaco Yacht Show and naturally Monaco Invest is there. Individuals or companies looking to relocate to Monaco can benefit from our intimate knowledge of the Principality. We are on hand to help companies every step of the way to ensure setting up a business in the Principality is a simple and effortless experience.

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email us at [jhighman@monacoinvest.mc](mailto:jhighman@monacoinvest.mc)  
call us on +377 97 98 68 68



# Adding value to Alternative Investment: Oryzon Epsilon Fund

Oryzon Epsilon Fund is an Alternative Investment Fund in accordance with AIFMD. Domiciliated in Luxembourg and Managed by FCS Asset Management LTD.

The Fund as part as FCS Gestion SICAV-RAIF, within the Reserved Alternative Investment Fund category and aimed at institutional and well-informed investors.

The fund corresponds to a private equity fund. Private Equity funds are categorized as Venture Capital or Leverage Buyout (LBO), the first being framed as investments in young companies of a start-up nature and in the early stages of the financing cycle. The second one in more consolidated companies or assets with a higher quality of financial statements.

LBO strategies use larger amounts of leverage to increase the investor's rate of return on invested capital while seeking high asset diversification and de-correlation with the main public market indices. Finally, PE Funds can be classified as Debt PE, Real Estate PE, Fund of Funds PE and Real Assets PE. Oryzon Epsilon Fund is to be considered a Real Assets Private Equity Fund due to the nature of its Assets, its Investment Policy and its Investment Goals and Objectives.

Oryzon Epsilon is a Medium Size European Private Equity Fund determined to invest in Agricultural assets in Europe and the UK.

Investing in Private Equity in Europe delivers same returns that investing in US or Asian Private Equity.



"At present, Europe offers better valuation and multiple spreads between private markets and public markets resulting in a higher ROIC."



#### **Investment Field**

Acquisition of core, core-plus and value-added assets in major rural areas, as well as growth sub-markets in Europe and the UK. Our outstanding team and our local market expertise deliver attractive risk adjusted returns to our investors.

Our track record demonstrates a solid history of strong returns produced by our investment strategies which focus on asset quality, sub-market dynamics, buying opportunities, management expertise, strategic property improvements and intelligent capital structures.

#### **Investment Criteria**

##### Buying Companies

- Assets valued at \$30 million or more in good overall condition but financially in distress.
- Existing current producers / Owners.
- Quality areas in strong sub-markets that can outperform competitors in strong and soft markets.

##### Value Creation / Asset Quality

- Employing advantageous and selective use of debt, tax incentives and subsidies and equity structures where it comes to increase equity values in simple and complex situations.
- Providing high quality management with extensive experience.
- Choosing stable and proven sub-markets that offer better prospects for increasing rates and asset values.
- Owning selected assets for the long term in order to maximize current cash flow and future value.

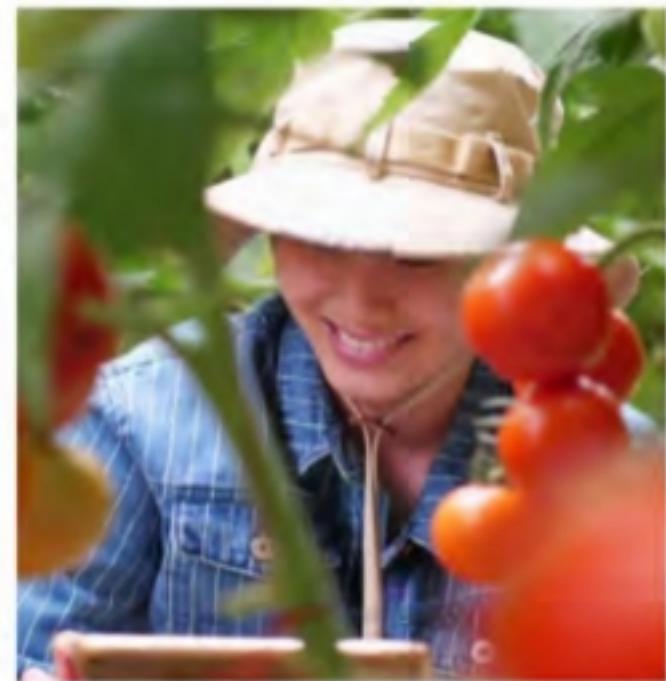
##### Selling / Exit Strategy

- Using our experience and positioning to successfully handle market changes.
- Selling at maximum value because of our strategic acquisition and quality management practices.
- Possessing knowledge of targeted markets and strong relationships with industrial Partners & Institutional Investors to identify strategically appropriate selling options.

#### **Main Investment Benefits**

The main investment benefits among others:

- I. Investment Scope: The investment scope that allows investments to be made in practically any part of Europe and the UK.
- II. Diversification: The unprecedented level of diversification, which makes it possible to optimize the risk-return trade-off to the maximum.
- III. Decorrelation: The de-correlation of the financial market, which allows greater control against excess volatility.
- IV. Investment policy: The adaptation of its investment policy to recent scenarios such as pandemics, wars, natural disasters,



## About Management Team

The team is composed of the Investment Manager and Investment Advisor:



**David Pintor**  
**General Partner FCS Gestión SICAV-RAIF**  
**Chief Investment Officer FCS-AM**

### DAVID PINTOR SORIA – Investment Manager

General Partner of FCS Gestión SICAV-RAIF and Chief Investment Officer at FCS-AM. Head of the four members Portfolio Management Team with a combined experience of over 65 years in asset management.

24 years of experience in Finance.

CIO, Head of International Equities & Derivatives, Fund Manager and Energy & Basic Resources Analyst for Asset Management Companies and Family Offices: Banesto Banca Privada Gestión S.G.I.I.C., Santander Private Banking Gestión S.G.I.I.C., Gestifonsa S.G.I.I.C., S.A. Grupo Banco Caminos and Inversiones Grupo Criserpa Family Office.

Director of Wealth Management at Banesto Bank, Bankinter Bank and Andbank Alternative Markets Listing Sponsor at Euronext.

Also, at present, Senior Investment Advisor at US Merchant Bank, Pelican Point Investment Group I.I.C and Gerson Lehrman Group Inc. Alphasights Ltd in the UK and Fairmont Corporate Finance in Portugal.

B.B.A. Major in Economics University of Mississippi Business School. Masters in Financial Derivatives, Valuation, Control and Management of Options and Futures and New Financial Instruments. Institute of Advanced Finance Options and Futures Institute. Masters in Finance. Chartered EFFAS Financial Analyst Spanish Institute of Financial Analysts.

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#### About PCS

FCS Asset Management Limited is a fully regulated and supervised Asset Management Company within the EU. Incorporated in 2011 in Malta and regulated by MPSA.

PCS is one of the first companies in Europe to have been granted a license under the AIFM Directive. PCS manages schemes in Luxembourg regulated and supervised by the CSSF, in Ireland by the CBI and in Malta by the MFSA. FCS Asset Management Limited is a subsidiary of PCS Group, an International Investment Group dedicated primarily to the management of different enterprises around the world, with a special focus on the Financial Industry Services Sector. The main goal of the Group is the generation of sustainable shareholder value.

The Partners at PCS Group have been working together for more than 30 years, having created the first regulated UCITS in Europe. Following the 2008 financial crises, the Partners saw opportunity – the need to re-interpret the financial services industry.

Combining unparalleled experience, comprehensive market research and in-depth industry knowledge, PCS Group works with its clients to provide the only added value we understand – real solutions.

FCS Asset Management Limited provide the following services:

- Fund Management
- Fund Administration
- Financial Advisory
- Platform Offerings
- Fund services
- Wealth Management

Regarding to AIFM, Malta was the first EU Member State to successfully transpose the Alternative Investment Fund Managers Directive into Maltese Law. Within the AIFMD, the EU has created a set of uniform rules for all providers of Alternative Investment Funds. The Directive aims at framing the activities of managers, with a goal to create an internal market for these managers whilst putting in place a harmonized regulatory framework.

FCS Asset Management was one of the first Investment Management companies to obtain the AFIMD License in Malta from the MPSA, allowing us to provide Investment Management Services to AIFs for third-party managers. These Funds may be publicly distributed to professional and semi-professional investors within the entire European Union.

The Investment Management team at FCS Asset Management expertly creates customized portfolios across all traditional and alternative asset classes tailored to each client's unique risk / return profile. This is done following a thorough, in-depth analysis of the client profile, their liquidity priorities, expected volatility target, preferred degree of involvement and the amount of assets they wish to entrust with us. Each client is assigned a relationship manager who will work closely with the client keeping them abreast of all their requirements.

By avoiding bureaucracy at each step of the Investment Process, we are confident in providing clear and sound advice.

Our mission statement:

**QUALITY OF ASSETS,  
QUALITY OF THE TEAM,  
QUALITY OF THE MANAGEMENT.**

# LET'S LEED BY EXAMPLE: SMART CITIES



Words: Christine Kampinga  
Director, Quantum  
Investing in Sustainability  
[www.quantumimpactinvesting.com](http://www.quantumimpactinvesting.com)

You might find this an intriguing opening gambit:

*"Research has demonstrated that our ancient buildings are actually very sustainable!"*

These buildings were built with a vision of durability and not on depreciation of a building in the near future, for which accountants need to be paid to oversee.

Historic buildings are often more energy-efficient than modern ones in construction. In fact, studies have shown that old buildings require less energy consumption for heating and cooling than modern buildings. They intrinsically used materials that are longer-lasting.

Fast forwarding a thousand years later, the new buzzwords are net zero buildings, carbon reduction, and carbon credits to offset your carbon. The importance of climate "action" is very clear to all of us. So, to be able to address all these issues, let's start with one building block at a time.

It is calculated that the real estate sector and construction industry is one of the biggest contributors to global warming, responsible for 40% of all global carbon emissions. Many acknowledged the impact the real estate sector had on climate change. As a target real estate needs to achieve both net-zero operational carbon by 2030 and net-zero embodied carbon by 2050.

Then we have two sorts of categories when it comes to real estate. The ones we already have built and then the ones that still need to be built. It is predicted that 40% of the real estate assets have yet to be built before 2050. So with the other 60% of real estate assets, as such, retrofitting every one of those assets to be more energy efficient must either be complete or at the very least, well underway by 2030.

In that respect, a clear assessment needs to be made per building on how to get to any carbon emissions reduction. There are consultants and agencies that can make this assessment and do a refit scan for a building. The other option is to offset and buy expensive carbon credits, however, it always made sense to look at your energy bill and see if you can save on energy or integration of renewables could make a difference, especially now in an energy crisis so why not act now and save your credit?

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## BY 2030 100% OF NEW BUILDINGS MUST BE NET ZERO

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Operational carbon emissions can be reduced via energy efficiency measures, but also optimisation of your building management systems. An additional important factor is the human factor occupying these buildings, hence recycling any material is another box we can tick. In addition, adding more space for plants (biophilic design) is not only carbon capturing, but also demonstrated to be good for your own well-being. Research has shown that people who work in a Sustainable Green Building are also generally healthier and happier. Next, it's demonstrated that because of COVID-19, people have more appreciation of being in a healthy environment and residential building and/or office. Working from home is here to stay so your home needs to be facilitating an office and the office might need to feel like home, where you meet or network and have access to healthy food, your doctor, and the gym.

A recent study from BentallGreenOak showed that real estate investors representing USD \$5.75 trillion total AUM (of which 58% North America), 89.5% want to invest in the future in more healthy buildings where wellness and well-being is an important integrated factor. So going back to reducing carbon, these new buildings will not only need to be net zero carbon across their lifecycle but also demonstrate that they offer a healthy balance for their occupants (being tenants and/or residents).

So, in conclusion, what constitutes a sustainable building? This includes the emissions generated in creating building materials - which must be reduced by at least 40% by 2030, with leading projects achieving at least 50% reductions. By 2030 100% of new buildings must be net-zero carbon in operation. In reality, that means informing the designer ASAP with your input on sustainability and even a target for a Green certificate (LEED) as well notifying the rest of the chain and contractor needs to follow the specific end goal and stick to it. There are a lot of dynamics at play. From what a designer wants, what a contractor is looking at for realistic costs and then what a developer needs actually needs meet their investors' needs. Therefore it also takes an investor with a vision for the long run.



Our Dutch investors have been engaged in sustainability and sustainable real estate investment already for a longer period of time and have already committed over \$50bn to be willing to deploy in sustainable real estate 10 years ago. However, allocating real estate developers who signed up for this is not an easy task. Even in our role as impact investors advisors, who have been promoting this sustainable real estate topic for a long time before we even used the word carbon credits.

If we then zoom further into the trends of ESG investment and impact investment that has been taking off the last few years with some well-known asset managers. According to Bloomberg, the global issuance of Green debt is already over \$500 billion. Over the next five years, it's expected that Impact investors expect to allocate more to food and agriculture and agritech, healthcare, and clean water. If we now can add sustainable real estate to the asset allocation of impact investment in each portfolio, then the allocation to ESG and sustainable impact investment has grown enormously.

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GLOBAL ISSUANCE OF DEBT IS ALREADY  
OVER \$500 BILLION

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Hence we feel both investment buckets ESG and real estate should be merged in the near future to guarantee the mandate with investors in their asset allocation and the clear attention it will keep. From a positive perspective and not because we discussed carbon credits offset on Blockchain platforms. In addition, the next step for us is actually to integrate all these themes into one development.

So no longer any discussion with any real estate developer about a quick exit after being developed. However, we don't expect miracles in one day and for all buildings to be refitted and all new real estate projects will be Green soon, as we all know that Rome wasn't built in one day.

Real estate developers tend to go for a quick exit and hope to make the big bucks so most is driven by low costs. Therefore when a developer also "keeps" the building in their portfolio after being built, this might be the solution we are looking for.

The opportunity to do it right, lies perhaps with new upcoming and fast growing cities. Like Dubai is an example which has demonstrated to be fast growing and future innovation is key. The Brookfield ICD office tower is a perfect example of new innovation which also got Platinum LEED in the end. So maybe let's "LEED" by example. ENDS

There's no universally agreed definition of sustainability, but it's often thought of from a binary perspective: something is either sustainable or unsustainable. In reality, the truth is in the shades of green. At Ample, we believe that sustainability is about progress, not perfection. After all, it's impossible to be a perfect consumer or producer when our definition and understanding of sustainability is constantly evolving. By looking at sustainability as a nonlinear journey, we allow ourselves the room to make mistakes, constantly learn and shift our relationship to consumption and production in a way that is long-lasting and holistic.

Is there such a thing as sustainable consumption? Well, the term conscious consumption has been around since the 1970s, but the concept of buying products that align with our desire to have a positive social and environmental impact has been around since the 1950s. In the last few years, against the backdrop of the pandemic, the climate crisis, and social and political turmoil around the world, people have used conscious consumption as a way to vote with their wallets and communicate their values.

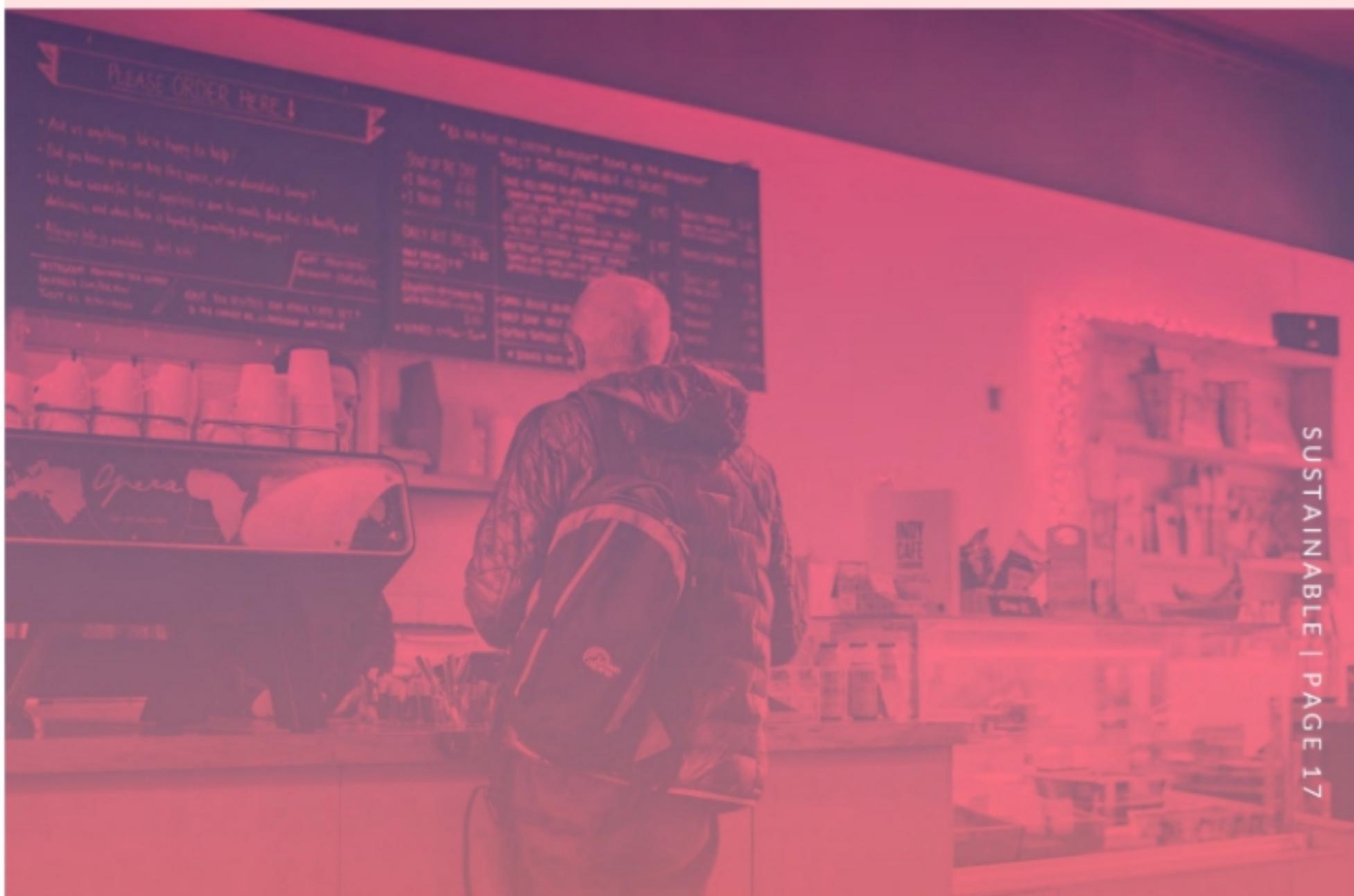
# AMPLE ABILITY

Words: Megan Doyle

Ample

Sustainability in retail

[www.ample.earth](http://www.ample.earth)



According to a 2021 Global Sustainability Study, 63% of shoppers surveyed have made "moderate to significant shifts towards being more sustainable in the past five years." We think that's a promising sign that this movement is gaining momentum.

Becoming a conscious consumer is about challenging our preconceived notions on ownership, shopping, and value. In a world where everything from clothing to furniture has become fast, cheap, and disposable, we should think of our purchases as tattoos that leave a mark on the earth long after we've bought them. When we acknowledge that the things we buy will be around for many years, perhaps for even longer than we will, we can begin to shop differently. Perhaps that means investing in items that will last for longer, and that can be repaired or resold.



For brands, being "sustainable" is a little more complicated, that's why we take an inclusive and supportive approach to our definition. We understand that all brands are on a journey, some further down the road than others, but in the spirit of "progress not perfection" we believe in communicating honestly and accurately while giving customers more ways to have a positive impact when they shop.

Making conscious purchases can be difficult. While we know that each purchase we make has an impact on the planet, the lack of transparency about where our products come from and who made them, can make it almost impossible to know for sure that what you buy is sustainable or ethical. Whether it's seeing through greenwashing or decoding a brand's complex sustainability policies, educating yourself can sometimes feel inaccessible.

By offering greater transparency, Ample is making it simple to understand the sustainability credentials of your favourite brands. We want you to be able to shop in the knowledge that even if your purchases are small, they can make a positive impact. On top of making conscious consumption more accessible, we've also partnered with environmental and social organisations to increase the positive impact of your shopping basket.

With each purchase, you earn points to put towards the organisations running incredible initiatives around the world, so even if you're shopping with a brand that might be starting its sustainability journey, you can be safe in the knowledge that you are leaving a lighter footprint and contributing to a better world.

We believe that taking small steps to improve the way you shop and where you shop has the power to create a huge impact on the world. If you're ready to make measurable progress, it's time to track your journey with Ample. ENDS

# ADOPTING SUSTAINABILITY

Words: Santosh Gurunath  
Co-Founder, Umagine  
Clean energy project  
developers  
[www.umagine.co.in](http://www.umagine.co.in)

Now we are in the middle of a severe climate crisis, with rising sea levels, high frequency of extreme weather, and warmer summers, and all as a result of excessive emissions of greenhouse gases in comparison to that of the pre-industrial era. Innovation and growth are something that we all strive to achieve, and we have been conditioned to think in those terms.

Since the breakthrough climate summit in Paris eight years ago in 2015, most countries, corporates, and individuals have come to realize that things need to change. With that as a given, the only point of contention is how fast we all want to transition to a sustainable future.

Lifestyle and luxury are normally synonymous with excess, both in terms of consumption and emissions. However, most people aspire to achieve similar lifestyles, thereby making it a vicious loop. If we can make the aspiration to be sustainable, it will not only set a solid example but also the ones who would like to achieve the luxury might take a sustainable path towards that. Consumption is one of the most important aspects that require focus. It starts with finding greener alternatives to the food we eat, to the consumables which we use.



Another aspect to consider is the use of eco-friendly materials and technology. For example, use change to sustainable materials like bamboo or recycled plastics for furniture and fittings. Solar panels and LED lighting can significantly reduce fuel consumption and carbon emissions. Additionally, efficient insulation can reduce energy consumption and the need for air conditioning. Water consumption is also something that one needs to be conscious of as that can lead to water scarcity and damage the marine ecosystem. Consider implementing water-saving measures, such as installing low-flow faucets and showerheads, using water-efficient appliances, and harvesting rainwater. Also, make sure to use eco-friendly cleaning products to avoid introducing harmful chemicals into the water.



Travel is mostly unavoidable, but it does account for a large chunk of the emissions. Alternative transport fuels for cars, yachts, and planes are in production, and a demand side pull is required to accelerate the development of both the technology as well as a reduction in the costs. Without a demand-pull, which in its initial days has to be motivated less by commercial, but more by social responsibility in the fight against climate change reason, it will be difficult to give a proper push to the transition. Alternative drive-trains such as electric, hydrogen, and synthetic fuels are all in different stages of commercialization, and all these together will be required to reach the energy transition goals.

Electric mobility has its benefits, especially around low operating costs, mature technology, and zero emissions. Although, the electricity used for charging the batteries is rarely green as most of the electricity grid is still based on non-renewable power barring a few countries as exceptions. Hydrogen is an interesting alternative if produced using dedicated renewable power, although some of its drawbacks are higher upfront costs and early days in the commercialization of the technology. Synthetic fuels offer a very good alternative, especially for planes, which is the most difficult to decarbonize, although it will take at least 5-10 years before some commercial breakthrough can be achieved in that space.

Proper waste management is crucial in protecting marine life and maintaining the beauty of our oceans. One can practice responsible waste management by investing in recycling facilities onboard, using biodegradable products, and minimizing the use of single-use plastics. Additionally, ensure that all waste is disposed of in designated facilities, and avoid dumping waste into the ocean. One can also lead with sustainability by promoting sustainable tourism practices. Encourage guests to take part in responsible tourism activities, such as beach cleanups, wildlife conservation, and supporting local businesses that prioritize sustainability.

Additionally, avoid damaging marine life and ecosystems by adhering to designated routes and anchoring areas.

Travel can also be sustainable by choosing destinations and accommodations that prioritize sustainability. Eco-lodges, sustainable resorts, and green hotels are all options for a luxurious and sustainable vacation. Additionally, traveling by train or choosing destinations that can be reached by boat rather than by plane can also be more sustainable.

All in all, practicing sustainability is a conscious choice, and each of us is responsible for it. There is a greater responsibility for us who have the luxury to make such choices and encourage the development of both sustainable products and practices globally. Setting a strong example will go a long way in accelerating our journey toward a sustainable future. With sustainable leadership and a role model, we can go a long way in achieving our goals and making this planet a safer place for future generations. ENDS





THE FINE WATCH CLUB

LIMITED EDITIONS



12 PIECES



24 PIECES

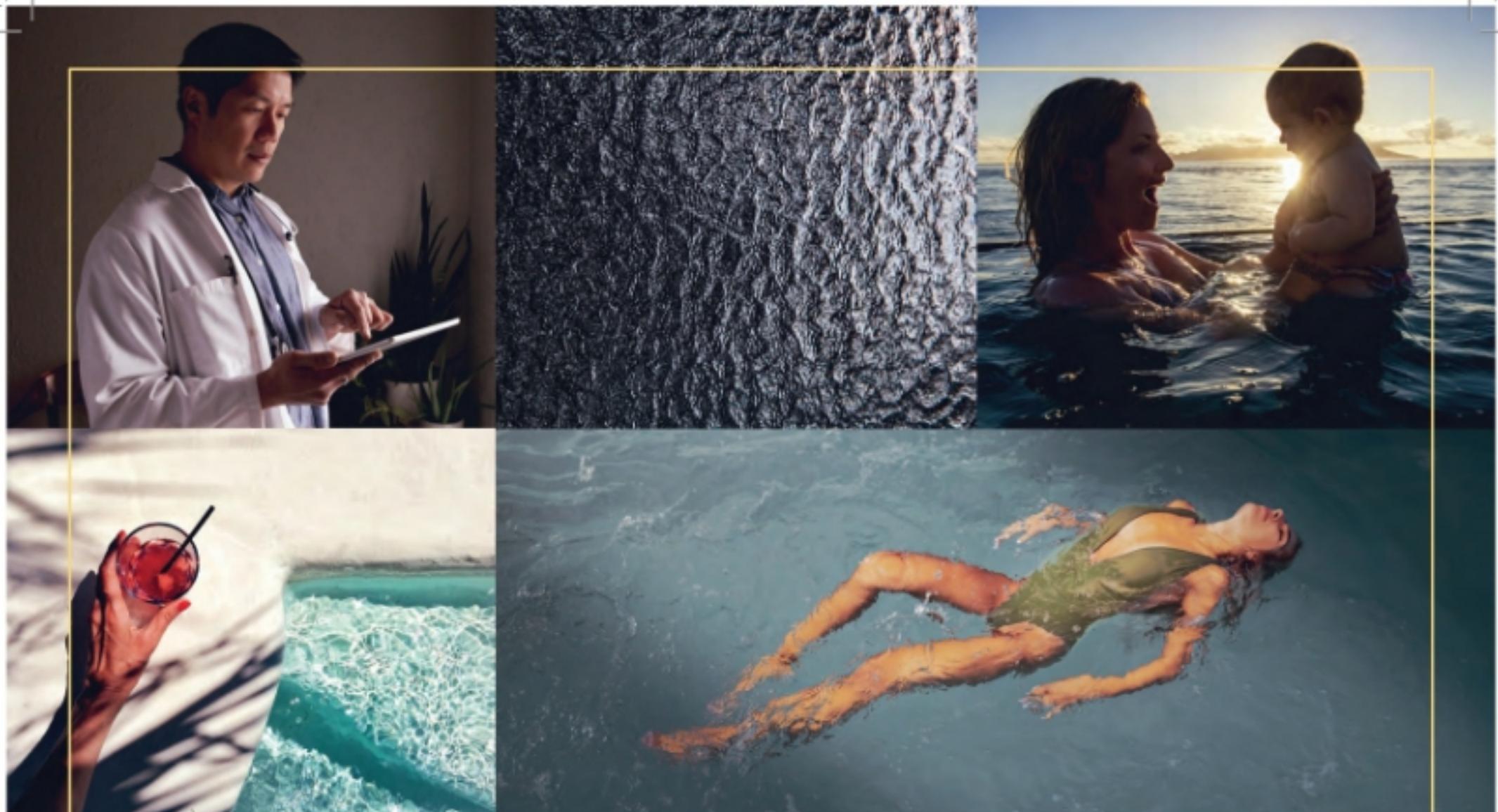


24 PIECES

LUXURY WATCHES IN ULTRA-LIMITED EDITIONS AND VIP EVENTS

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