

To mark 75 days until COP27, His Royal Highness The Prince of Wales' Sustainable Markets Initiative announces the Terra Carta Action Forum

- 75 days out from COP27, the Sustainable Markets Initiative has announced the second Terra Carta Action Forum
- The Terra Carta Action Forum will be held in Sharm El Sheikh on 7th - 8th November to coincide with the World Leaders Summit.
- The Forum will bring together world and business leaders to drive collective action towards a sustainable future.

Wednesday 24th August: To mark 75 days until COP27, His Royal Highness The Prince of Wales' Sustainable Markets Initiative has announced the Terra Carta Action Forum at COP27.

The two-day event will coincide with the World Leaders Summit across the opening days of the annual Conference of the Parties in Sharm el Sheikh, in November. This follows the inaugural Terra Carta Action Forum held at last year's COP26 in Glasgow.

The Terra Carta Action Forum will bring together leaders from the public and private sector to drive collective action towards a sustainable future. Forum events will showcase the work of the SMI Industry Task Forces and Alliances which are playing a key role in turning ambition into implementation. The winners of the inaugural Terra Carta Design Lab will also feature.

His Royal Highness The Prince of Wales said: "Over the past year, we have seen the increasingly devastating effects of climate change as the world warms, the seas rise and people across the planet suffer the disastrous consequences.

"In seventy-five days, the world meets in Egypt for COP27, where we must focus on how to deliver the promises made in Glasgow to unlock trillions of dollars of private sector investment to transition the global economy to a more just, sustainable and affordable future."

Brian Moynihan, Chair and CEO of Bank of America and Co-Chair of Sustainable Markets Initiative said: "The private sector is leading the way in helping drive a just transition to a low-carbon, sustainable future for Nature, People, and Planet.

"Working with the public sector, we can accelerate progress toward clean-energy security and a just transition. COP27 is another opportunity to continue our work."

2021's Terra Carta Action Forum at COP26 saw SMI CEOs gather at the invitation of HRH The Prince of Wales at Glasgow's Kelvingrove Art Gallery. Events included the launch of the Terra Carta Seal and the SMI Health Systems Task Force, numerous roundtables and panels, a reception of global mayors focused on accelerating transition in cities, a listening session with Indigenous groups, a sustainable fashion exhibit by Stella McCartney and a panel featuring Sir Jony Ive to discuss the Terra Carta Design Lab.

Ahead of COP27, the SMI will host the third CEO Summit during New York Climate Week, bringing together CEOs from around the world to discuss accelerating the green transition across industries and continents.



About the Sustainable Markets Initiative

His Royal Highness The Prince of Wales launched the Sustainable Markets Initiative (SMI) at Davos in January 2020. The SMI is a network of global CEOs across industries working together to build prosperous and sustainable economies that generate long-term value through the balanced integration of natural, social, human, and financial capital. These global CEOs see themselves as the 'Coalition of the Willing' helping to lead their industries onto a more ambitious, accelerated, and sustainable trajectory.

Read more: www.sustainable-markets.org and www.re-tv.org.

About the Terra Carta

Launched by His Royal Highness at the One Planet Summit in January 2021, the Terra Carta serves as the mandate for the SMI. It provides a practical roadmap for acceleration towards an ambitious and sustainable future; one that will harness the power of Nature combined with the transformative power, innovation, and resources of the private sector. Currently there are over 500 CEO-level supporters, including the first C40 city of Athens, Greece. The Terra Carta has served as the inspiration for the Terra Carta Design Lab.

The Terra Carta is a roadmap for public, private, and philanthropic collaboration and open to all countries, cities, companies, organizations, and schools who wish to support it.

Read more: www.sustainable-markets.org/terra-carta

About COP27

COP27 will take place in Sharm El Sheikh, Egypt from 6th – 18th of November. The Government of Egypt have laid out ten key themes for COP27 including topics such as Biodiversity, Adaptation and Agriculture, Decarbonisation, and Youth and Future Generations. Following the pledges and ambitions set out at COP26, the aim of COP27 is to generate the implementation of ambitious goals from mitigation and adaption to finance and global collaboration.