



## **HRH The Prince of Wales launches the Terra Carta Seal in recognition of the commitment of global companies to creating a sustainable future.**

- His Royal Highness The Prince of Wales has today, through his Sustainable Markets Initiative (SMI), launched the Terra Carta Seal which recognises private sector companies who are leading their peers in creating genuinely sustainable markets.
- 45 companies have been awarded the Terra Carta Seal across a variety of industries and countries who have committed themselves to accelerated action over the decade to 2030 in order to limit global warming to 1.5 C by 2050.
- Designed by Sir Jony Ive, the Terra Carta Seal embodies the vision and ambition of the Terra Carta, a recovery plan for Nature, People and Planet.

**3<sup>rd</sup> November 2021:** Today, The Sustainable Markets Initiative (SMI) has announced the launch of the Terra Carta Seal.

The inaugural 2021 Terra Carta Seal recognises global companies which are driving innovation and demonstrating their commitment to, and momentum towards, the creation of genuinely sustainable markets. It is being awarded to companies whose ambitions are aligned with those of the Terra Carta, a recovery plan for Nature, People and Planet, launched in January 2021.

The Terra Carta Seal acknowledges that each industry faces unique challenges in its transition to a sustainable future and they are all at different stages of their journey. Here, all industries and all companies must be supported as they take steps in a more positive direction. At the same time, an accelerated pace is required if we are to achieve a 1.5-degree target, restore biodiversity and benefit the lives and livelihoods of current and future generations. Here Terra Carta Seal recipients will be invited to engage with the Sustainable Markets Initiative to benefit from the support of its CEO led network for action on sustainable market creation.

The Terra Carta Seal has been awarded to companies who hold a leadership position within their industry and who have credible transition roadmaps underpinned by globally recognised, scientific metrics for achieving net zero by 2050 or earlier.

**His Royal Highness The Prince of Wales, said:** *“The Terra Carta Seal recognizes those organizations which have made a serious commitment to a future that is much more sustainable, and puts Nature, People and the Planet at the heart of the economy. We all need to make changes if we are to preserve the planet for our children and grandchildren and these businesses have pledged to make it easier for us all to do so.”*

The SMI has partnered with Corporate Knights for this initiative. Corporate Knights’ Global 100 Most Sustainable Corporations Companies were invited to apply for the inaugural Terra Carta Seal together with active Task Force members of the SMI as of 1 January 2021. From these initial invitations, 45 global corporations have been awarded the Terra Carta Seal across the globe and a broad variety of industries. First recipients include Bank of America, AstraZeneca, Xerox, HSBC, IBM, L’Oréal, Siemens Energy and Unilever to name a few. All recipients acknowledge the gravity of the challenges facing our planet and have committed to playing a leading role in accelerating the world’s transition to a sustainable future.

**Corporate Knights CEO, Toby Heaps** said: *“We are honoured to work with His Royal Highness The Prince of Wales and the Sustainable Markets Initiative to provide counsel on Terra Carta Seal applicants. The Prince’s lifelong commitment to reconciling the protection*



*of the environment with the progress of humanity makes the Terra Carta Seal a uniquely meaningful recognition, which we believe will act as a catalyst to inspire business to reach higher and go faster toward a sustainable future. While no company is perfect, it is vital to shine a light on those leading the way, so we can continuously push the limits of what is possible.”*

Earlier today, HRH The Prince of Wales met with the CEOs of these global companies who are attending COP26 to celebrate their award and commitment to the battle against climate change, discuss the challenges individual organisations and industries face and examine solutions and the necessary action organisations must take to accelerate further the transition.

Working closely with HRH The Prince of Wales, Sir Jony Ive and his creative team at LoveFrom have created the Terra Carta Seal. The design was based upon sacred forms that establish the underlying organisation and structure. Natural references include oak leaves, fern, magnolia, honeybees, swallows and the monarch butterfly, entwined with custom typography. These elements celebrate the power of and reverence for nature that is at the heart of the Terra Carta. Awardees receive a commemorative printed Terra Carta Summarium authenticated with a paper-engineered version of the seal.

*“With respect for both the historic resonance of the Terra Carta and for the environment, we have used modest, natural materials and celebrated craftsmanship with a delicate, illustrated design,” said Sir Jony Ive. “This feels a sensitive and sincere commemoration for those who have committed to the aims of the Terra Carta, and we are so very grateful to be able to contribute to such an important and impactful initiative.”*

The Terra Carta Seal will be awarded annually to companies who are demonstrating their commitment to, and momentum towards, the creation of genuinely sustainable markets and care for Nature, People and Planet.

Following the launch of the SMI in January 2020 and the publication of its mandate, the Terra Carta in January 2021, the SMI will continue to do all it can to accelerate the trajectory towards a more sustainable future, harnessing the power, speed and knowledge of the private sector to promote an economic system which incorporates social, economic and ecological costs and benefits.

At COP26, HRH and the SMI are hosting the Terra Carta Action Forum from 3<sup>rd</sup> - 4<sup>th</sup> November at Kelvingrove Art Gallery and Museum.

**- ENDS -**

### **About the Terra Carta Seal**

The 2021 inaugural Terra Carta Seal recognises global corporations that are demonstrating their commitment to, and momentum towards, the creation of genuinely sustainable markets. It is being awarded to firms who have aligned themselves with the Terra Carta, who are driving innovation and leadership within their industry and who have credible transition roadmaps underpinned by globally recognised, scientific metrics for achieving net zero by 2050 or sooner.



### **Terra Carta Seal Recipients**

<i>ACCIONA</i>	<i>Ericsson</i>	<i>Novo Nordisk A/S</i>
<i>Akzo Nobel NV</i>	<i>Hewlett Packard</i>	<i>Novozymes</i>
<i>Amazon</i>	<i>Enterprise</i>	<i>Ørsted</i>
<i>Arcelik</i>	<i>HP Inc.</i>	<i>PepsiCo</i>
<i>AstraZeneca</i>	<i>HSBC Holdings Plc</i>	<i>Prologis</i>
<i>Atlantica Sustainable</i>	<i>Iberdrola</i>	<i>Salesforce</i>
<i>Infrastructure Plc</i>	<i>IBM Corporation</i>	<i>SAP SE</i>
<i>Banco Santander</i>	<i>INDITEX S.A.</i>	<i>Siemens Energy AG</i>
<i>Bank of America</i>	<i>Johnson Controls</i>	<i>Sims Limited</i>
<i>Brambles</i>	<i>International plc</i>	<i>Stantec, Inc.</i>
<i>BT Group</i>	<i>L'Oréal</i>	<i>Tech Mahindra</i>
<i>City Developments</i>	<i>McCormick &amp; Company,</i>	<i>TELUS</i>
<i>Limited</i>	<i>Incorporated</i>	<i>Tesco PLC</i>
<i>Cogeco Communications</i>	<i>Metso Outotec</i>	<i>Trane Technologies</i>
<i>Inc.</i>	<i>National Australia Bank</i>	<i>TSMC</i>
<i>Credit Suisse</i>	<i>Natura &amp;Co</i>	<i>Unilever PLC</i>
<i>Cummins Inc</i>	<i>Nordea</i>	<i>Xerox</i>

### **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 and private sector corporations working together to build prosperous and sustainable economies that generate long-term value through the balanced integration of natural, social, human and financial capital.

The SMI facilitates the development of responsible transition pathways at industry and business levels to decarbonize and achieve net-zero, create a Nature-positive future and support a trust transition towards a sustainable future.

HRH is appealing to public, private and philanthropic leaders around the world to join this endeavour as part of the 'Coalition of the Willing'.

Read more: [www.sustainable-markets.org](http://www.sustainable-markets.org)

### **About the Terra Carta**

Launched by His Royal Highness at the One Planet Summit in January 2021, the Terra Carta 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. The Terra Carta serves as the mandate for the Sustainable Markets Initiative. Currently there are over 400 named supporters of the Terra Carta – listed on the SMI website.

### **About LoveFrom and Sir Jony Ive:**

LoveFrom is a creative collective of designers, architects, musicians, filmmakers, writers, engineers and artists with studios in London and San Francisco, California.

Sir Jony Ive KBE is a designer. Formerly the Chief Design Officer at Apple, he holds more than 12,500 patents worldwide, uniquely spanning user interface and hardware design. He is the Chancellor of the Royal College of Art.



For the Terra Carta Seal, LoveFrom worked with celebrated illustrator Peter Horridge, master printers and paper engineers Imprimerie du Marais and handmade paper specialists The Paper Foundation, founded by James Cropper. Los Angeles-based Method Studios created an animated version of the Terra Carta Seal.

For the Terra Carta Seal design, LoveFrom worked closely with graphic artist Peter Horridge and partnered with Method Studios in Los Angeles to bring it to life through animation. The paper-engineered seal and printed summarium were created in collaboration with master printers Imprimerie du Marais and handmade paper specialists The Paper Foundation, founded by James Cropper.