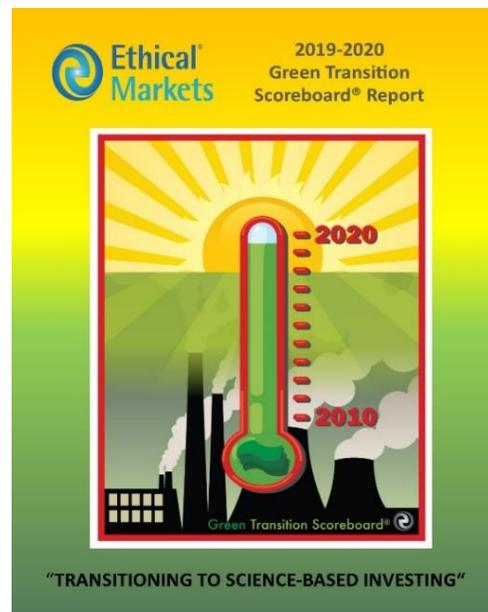




**Media Release**



[2019-2020 Green Transition Scoreboard® Full Report](#)

**"PRIVATE GREEN INVESTING TOPS \$10 TRILLION, EXPANDING CLEAN ENERGY, MEATLESS PLANT FOOD SECTOR WORLDWIDE"**

ST. AUGUSTINE, FL, USA, May 29, 2019: For Immediate Release:

Ethical Markets Media Certified B. corporation releases its annual Green Transition Scoreboard for 2019-2020, tracking private green investments since 2009, now a cumulative \$10.387 trillion. New capital continues expanding Earth-saving clean energy, green construction, corporate R& D and widening the healthier global plant-protein food sector.

Global Private Green Investments-2019

**2019 Sector Totals**

Sector	Amount US \$
Renewable Energy	\$ 4,419,326,835,848.63
Energy Efficiency	\$ 2,172,353,867,074.30
Life Systems	\$ 1,948,093,945,462.55
Green Construction	\$ 1,265,705,544,757.02
Corporate Green R&D	\$ 581,798,094,434.02
<b>Grand Total</b>	<b>\$ 10,387,278,287,576.50</b>

The report: 'TRANSITIONING TO SCIENCE-BASED INVESTING: 2019-2020' updates our continual research from scientists on these tectonic shifts affecting mainstream financial markets and their portfolios of "stranded assets" beyond fossilized sectors. We identify a class of hidden financial risks in "science-denial". These risks lie in disruptive progress of scientific research revealing obsolete processes, externalized costs over-hanging balance-sheets, for example: big polluting, livestock-based meat producers and sellers. Earth systems science-focused research is driving the growth of plant-based food companies offering healthier choices,

while reducing livestock's 15% of climate-changing greenhouse gas (GHG) emissions, waste and pollution of land and water.

While science-denial is driving financial risks, the report indicates that science-based investing is the latest model, with many start-ups headed by scientists. This new model is essential to mainstream finance, beyond conventional anthropocentric models from obsolete economic textbooks. These include financial concepts, formulas still encoded in algorithms driving indexes, ETFs, benchmarks and similar herd-behavior driven financial models of narrow market risks and rewards.

As science continues to lead financial markets into emerging sectors and innovative start-ups, the report expands on its 2018 forecast: "Capturing Co2 While Improving Human Nutrition and Health" finding more investments in thousands of overlooked, nutritious plant foods, including those that thrive on the planet's 97% saltwater. 40% degraded land without fertilizers or pesticides, eaten in 22 countries, e.g. quinoa, salicornia and China's salt-tolerant rice. Dr. Hazel Henderson, former US science-policy advisor, CEO of Ethical Markets and lead researcher of these reports says "Today's unsustainable food crisis reliant on the planet's dwindling 3% of freshwater, exacerbating climate change, biodiversity losses, is a case of science-denial. This results in financial risk while causing diet-related human diseases. We cover the science-based investments and startups accelerating the plant food nutrition revolution worldwide."

The science behind all the startups, Beyond Meat, Impossible Foods, Protifarm, and trendy vegetarian restaurants, alternatives to meat, fish, cheese, and milk foods and beverages have mainstream financiers scrambling to catch up. The rapid growth of investments in the green economy has reached a new benchmark. Co-author Timothy Jack Nash, MA at [sustainableeconomist.com](http://sustainableeconomist.com) and founder of [Good Investing](http://Good Investing), Toronto, Canada says, "It's been a remarkable journey from our first report in 2010 that found \$1.6 trillion. This report is signaling the unstoppable transition to a global green economy". Also, watch "[Investing in Saltwater Agriculture: The Next Big Thing](http://Investing in Saltwater Agriculture: The Next Big Thing)", TV with NASA Chief Scientist Bushnell at [www.ethicalmarkets.tv](http://www.ethicalmarkets.tv) and available for educational use at [www.films.com](http://www.films.com)

**About Ethical Markets Media Certified B. Corporation:** founded in 2004, covering the worldwide growth of cleaner, greener, knowledge-richer, more inclusive, sustainable economies, following the UN's Sustainable Development Goals (SDGs), produces the annual GreenTransition Scoreboard®; the "Transforming Finance" TV series distributed globally; the Principles of Ethical Biomimicry Finance®; sponsors the EthicMark® Awards for Advertising that Uplifts the Human Spirit & Society ([www.ethicmark.org](http://www.ethicmark.org)) announced annually at the SRI Conference and partners with investor networks and professional organizations worldwide. [www.ethicalmarkets.com](http://www.ethicalmarkets.com)

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