

Claudia: What do you think is significant to communicate about green finance in the UK to the public?

Manjula Lee: There is a social, economic and environmental imbalance in our world today which is reaching critical proportions. Particularly with global warming, experts advise that we have a 2Degree limit in the Earths Atmosphere however we are on course to exceed 7Degrees in our lifetime. In 2015 The United Nations created 17 Sustainable Development goals which was an urgent call to action for Governments, Business, Civil Society and Citizens to unite to deliver these goals by 2030. The financing gap to deliver the goals is estimated at \$2,5Trillion p/a till 2030, however this also poses the largest economic opportunity in human history. If we try and solve poverty, inequality and climate change through combined investment in financing and delivery, we will unlock over \$2Trillion p/a of growth in new markets ie. affordable housing, infrastructure, green energy, new tech etc. As Ban Ki-Moon said, we are the first generation who can end poverty and the last that can end climate change.

As World Wide Generation, independent facilitators aiming to unite the planet to deliver a sustainable future, we realised the capital is there, the will is there, the expertise is there but the platform to co-ordinate execution and scale is not. So hence we designed and built a blockchain powered platform called G17Eco which can help monitor, measure and scale any type of SDG initiative and investment. We want to let the public know that such a platform exists and we are already starting to onboard some of the largest institutions in the world. We want to give the public, particularly the millennials hope that there is a generation rising up to deliver a sustainable future. By next year the general public will be able to see all of these sustainable initiatives happening all over the world from their social media platforms and have the opportunity to do their bit. They will be able to donate, invest and volunteer their skills in making the world a better place. It will make everyone accountable and measure our success, building trust amongst us. G17Eco will empower humanity to deliver partnership-driven, holistic and transparent solutions at scale, meaning a global resolution to poverty, inequality and climate change by 2030.

Claudia : What is new about green finance in the UK?

Manjula Lee: The UK, is demonstrating leadership via the Government, City of London Corporation and its investment in breakthrough technology for the public good, to help lead the world to a sustainable future. As a member of the Green Task Force and the Global Steering Committee for Sustainable Development Finance, I am seeing the innovation, policies and investment to build market infrastructure to support the planet in this crucial SDG mission, to ensure good governance of Green Finance, with measurable outcomes for enduring impact.

Claudia: What questions do you believe are the most interesting to raise when talking about the green digital finance market?

Manjula Lee: As mentioned previously, the will, capital and expertise to create green/sustainable products and solutions, however when it comes to implementation and good governance over where the money is spent and how the returns are made it becomes very difficult to execute, co-ordinate all the stakeholders and scale. At WWG we create pilots for our clients on G17Eco, to establish working models on our sustainability fintech platform, we can then use these pilots to showcase to stakeholders to crowd in financial and delivery partners and scale. The green digital finance market is hot right now, but it will die if we can't show financial partners where the money is going and how the returns were made, to ensure that delivery partners are held accountable, delivering their solutions ethically and responsibly, ensure that the solutions we are creating are actually being adopted by the beneficiaries and making a difference to humanity and our planet.

Claudia: Do you believe people are knowledgeable about ways to invest in green infrastructure?

Manjula Lee: No not yet. With the rapid growth of Urbanisation, this poses the biggest risk in increased poverty and risk of infrastructure going up to support urbanisation that will impact significantly on climate. Ironically the built environment also provides a major opportunity to impact climate change positively if we make this infrastructure 'green' and sustainable, creating building and infrastructure into renewable energy sources and suppliers. We believe the monitoring, measurement of Green initiatives need to be in place first, and then open these projects up for investment by institutional investors but soon take this down to retail level. We would should not market and crowd in capital for green infrastructure projects or any sustainable initiative without the monitoring and governance, we would be creating a huge risk and we will ultimately fail to deliver the SDGs