

# Sustainable Investment Markers Tool: 9SIMS

## BACKGROUND

Lack of integration between environmental, social, and governance (ESG) factors in corporate reporting creates opportunities for greenwashing. This is because good performance in one ESG indicator, does not necessarily translate into good performance in other related areas.

Dr Nazia M. Habib was inspired by the principle of pattern repetition found in DNA markers and applied this to system theories and accounting principles to develop a framework that simplifies the identification, analysis and communication of the drivers of ESG investment. This framework is called the Cambridge Sustainable Investment Markets (or 9SIMS).

The 9 SIMS framework has now been trademarked.

Over 3500 global leaders have been exposed to 9SIMS methodology.

## TECHNOLOGY OVERVIEW

9SIMS is an interactive system-based visual and analytical software of 9 essential environmental, social, and governance (ESG) factors across global value chains.

The 9 SIMS analysis is delivered through the following activities:

- Investors and companies complete a highly detailed questionnaire on questions ranging from values, governance, and programs.
- 9SIMS software analyses data to understand system boundaries, materiality, relevance of available information for each ESG indicator.

- 9SIMS software then evaluates the performance of the company against each ESG indicator, the level of confidence in that performance and the status of decision making with respect to the ESG indicator.
- A visual representation of this data is created and presented to clients, along with an explanatory narrative and support from team members.

Common sustainable investment markers used in the analysis include carbon emissions reduction targets, diversity and inclusion policies, renewable energy investments, and supply chain transparency – but others are also available.

## BENEFITS

The 9 SIMS tool:

- **Evaluates and Visualises data:** 9SIMS software generates a visual ESG scorecard to help leaders understand their ESG journey and pinpoint opportunities for change.
- **Common Language for Stakeholders:** To promotes better collaboration on ESG solutions amongst stakeholders and alignment between companies and investors.
- **Faster, more integrated, more relevant data analysis:** 9SIMS' unique methodology delivers investment relevant data that is faster and more integrated compared to alternatives – allowing for more accurate assessment of future ESG investments.

## OPPORTUNITY

CRSD is available to consult and develop flexible packages to work with businesses to develop a 9SIMS analysis for their business. We can be engaged through Cambridge Enterprise.

## FOUNDERS

### **Dr Nazia Mintz Habib, FRSA, Founder and Director at the Centre for Resilience and Sustainable Development (CRSD)**

**Dr Nazia Mintz Habib** holds appointments at the Department of Engineering and Department of Land Economy. Dr Habib has dedicated her scholarship to develop twenty-first century action-research methodologies that will harness the power of collective intelligence, smart technologies, and open innovation to help improve the decision-making process. Dr Habib has developed her work at Harvard, Oxford and Cambridge Universities and the United Nations.

### **Dr Ramin Takin**

**Dr Ramin Takin**'s research interests are in how sustainability and risk are measured and communicated, and how they affect decision-making in markets and organisations. He uses quantitative risk tools and data science to design and build new information infrastructure to support more resilient, inclusive global value chains and sustainable investment. He has also co-developed and co-owns the registered IP to sustainability tech. With over twenty years' experience in global supply chains and capital markets, and having worked at institutions such as Citigroup, he co-founded trade tech start-up Exabler.com, a platform that is transforming global trade services and compliance.