

## Financial Services



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### What we do:

We leverage our deep expertise in green buildings, sustainable manufacturing & industry operations, climate change, natural resources, and energy to do the following work in the financial sector:

- ✓ Sustainability Strategy (internal & market-oriented)
- ✓ Market / Customer Research
- ✓ Product/Service Design, Marketing & Management
- ✓ Underwriting Analysis
- ✓ Agent/Broker Programs
- ✓ Integration with Enterprise Risk Management
- ✓ Project Risk Analysis & Due Diligence
- ✓ Communications & Stakeholder Engagement
- ✓ Regulatory / Policy Analysis
- ✓ Public-Private Partnerships

### An enormous opportunity for innovation:

Innovation in financial services is all about ideas. The right idea, presented to target customers in a compelling way, can be a powerful differentiator. The financial sector - from the largest global lenders and insurers to specialized intermediaries, community banks and credit unions - is now competing for the enormous potential to deliver value to customers and grow their business with products & services that address the unique finance and risk management dimensions of green buildings, sustainable business models across industries, clean energy, climate risk resiliency, and more. These are no longer niche markets market trends, as government, commercial and retail clients demand customized finance and risk solutions.

### Risk in every dimension...

Risk management is a core competence in the financial services industry. When firms become risk-averse instead of risk-adjusted, they are unable to competitively respond to growth opportunities. Stephen Bushnell + Associates brings deep experience to help financial services leaders view sustainability risk in every dimension:

- Understanding how sustainability mega-trends translate in real **risk-based drivers of customer/market demand** in specific segments.
- Developing business positions and customer offerings that identify & quantify both the **value and risk profiles** of green buildings, clean technology, and beyond.
- Monitoring how evolving sustainability issues create a **shifting risk landscape** and the implications for financial sector positions and solutions.
- Understanding how **proactive risk dialogue** (i.e. with policymakers) can shape the equation for profitable financial sector positions/solutions with real impact.

“ Steve Bushnell was among the very first to recognize the reduced risks of green buildings, and associated business opportunities for the insurance industry. He not only conceived and built novel insurance products but guided them to a high level of uptake in the marketplace. His innovations in the US have been an inspiration to insurers around the world. ”

- Evan Mills, Ph.D. | U.S. Department of Energy

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